

Experienced Senior Product Leader

# JONATHAN COFFMAN

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## PROFILE

Product leader with deep experience in enterprise SaaS, AI/ML-driven automation, and ecommerce growth. Proven track record rebuilding portfolios, scaling teams, and delivering measurable revenue, retention, and customer experience gains across complex B2B and omnichannel environments. Brings strong technical fluency, disciplined execution, and a data-driven approach to product-market fit, GTM, and product-led growth.

- 16+ years leading product strategy and delivery in SaaS, ecommerce, and digital experience ecosystems
- 10+ years growing and developing high-performing product, design, and engineering teams

## KEY SKILLS

- AI/ML Product Strategy & Implementation
- Automation & Workflow Intelligence
- Enterprise SaaS Platforms
- Product-Led Growth (PLG) & Experimentation
- Customer Insights (Quantitative & Qualitative)
- Product-Market Fit & Opportunity Modeling
- KPI, Revenue & Portfolio Modeling
- Product Operations & Delivery Scaling
- Go-to-Market & Pricing Strategy

## EXPERIENCE

### **ABBY** — *Director of Product for AI/ML, Process Intelligence & Automation*

2024-2025

- Led recovery and strategic rebuild of five enterprise SaaS products following a major organizational transition, re-establishing product strategy, roadmaps, and SDLC across the portfolio.
- Repositioned ABBY's process mining offering into a unified Process Intelligence platform integrating process mining, task mining, and IDP workflows; led competitive differentiation and analyst engagement.
- Directed a major scalability initiative, redesigning architecture to support enterprise-scale throughput; achieved 6B+ events processed in minutes and enabled expansion for \$100K+ ARR enterprise customers.
- Defined and owned the AI/ML roadmap across products, including zero-shot onboarding, LLM-driven insights, co-pilot experiences, and structured partner evaluations.
- Built go-to-market and expansion strategy for Process Intelligence, including entry into new verticals and partner-led revenue models.

### **ServiceNow** — *Senior Manager for Key Projects, Digital Experience*

2023-2024

- Improved customer engagement with key journeys in the web application by 40%, resulting in higher customer satisfaction and conversion/expansion opportunities.
- Led redesign of core prospect and customer web experiences using modern architecture, a unified design system, and rigorous testing, reducing bounce 19% and increasing qualified leads 20%+ through PLG initiatives.
- Rebuilt the product roadmap and portfolio management approach to be more rigorously outcome-driven, resulting in stronger goal attainment across the organization.
- Created and rolled out a framework for opportunity modeling and measurement of consistent product-market fit using quantitative and qualitative strategies, resulting in a 15%+ increase in customer satisfaction in less than 6 months.
- Redesigned product management, UX, and analytics operating models, documentation, and communications, resulting in a 60% decrease in time to market of key initiatives, with tighter alignment to engineering, stakeholders, and customers. This also reduced the manual effort of the operational team by 30%.

## **MattressFirm** — *Director of Digital Shopping Experience*

2021-2023

- Led redesign of the digital shopping funnel, driving a 150% increase in add-to-cart rate, 20% lift in conversion, and 25% reduction in bounce across channels.
- Delivered cross-channel targeting and messaging strategy, generating double-digit increases in engagement for high-consideration content.
- Launched Spanish-language ecommerce experience in 6 weeks, driving 2x conversion and identifying a high-AOV growth segment.
- Scaled experimentation velocity 4x, delivering continuous revenue and insights via A/B and multivariate testing.
- Established a new product development lifecycle and coaching model that increased production release frequency 3x across engineering, design, and content.
- Led multiple SaaS RFPs, renegotiating vendor strategy and delivering 70% projected cost reduction over three years.

## **Accenture Interactive** — *Director of Digital Product and Studio Operations*

2016-2021

- Led and scaled a team of 18 product, program, and marketing leaders across a \$20M+ services portfolio, overseeing UX, analytics, and delivery for multi-vertical enterprise clients.
- Scaled GTM team from 3 to 12+, generating \$4.6M in new revenue in six months; personally sold \$3M+ in optimization and product growth services with 10x+ ROI.
- Managed operations for an 80+-member optimization studio, including finance, staffing, capability development, and new service model creation.
- Led the agency's largest account (> \$1M ARR), generating \$60M lift in 2018 and \$121M in 2019.
- Oversaw multi-client portfolio including CDW, SolarWinds, Ulta, Express, and New Balance, worth \$2M+ in annual studio revenue.
- Led and developed a team of 12 with 90%+ retention through the acquisition of a boutique agency.

## **Volusion** — *Senior Product Manager, Seller & Merchant Experience*

2015-2016

- Defined and launched a new SMB SaaS ecommerce platform, validating product-market fit and positioning for millennial entrepreneurs.
- Delivered a freemium MVP from concept to launch, driving thousands of closed-beta signups across new and existing small-business storefronts.
- Led agile engineering teams to deliver on-time, on-budget prototypes and production-ready platform capabilities, enabling rapid validation and iteration.
- Implemented new customer support strategies and systems to reduce cost to serve these new freemium customers via proactive automated support, a new customer onboarding flow, and chat support.

## **Dell** — *Chief Product Owner, Dell.com Shopping Experience*

2011-2015

- Owned \$20M+ yearly product budget delivering \$300M+ incremental revenue through major shopping experience improvements.
- Reduced purchase flow from 15→8 clicks, decreasing abandonment and lifting conversion.
- Improved NPS by 14.8% and revenue per visitor by 21% by resolving 44% of top dissatisfaction drivers.

## **Early Career** —

Digital product, editorial, and audience engagement roles at PBS, NPR, and NBC affiliates, building foundational experience in storytelling, analytics, content platforms, and cross-functional collaboration.

## **EDUCATION**

University of Missouri School of Journalism