Jack Litchfield

Proven product leader and team builder with over 13 years experience

🛰️ Fintech   🚀 Hyper-Growth   🦄 Unicorn & Series C

📱 Super App   🤑 Earnings   🏨 Hotels & Travel

🚙 Mobility   🎮 eSports   🛒 Grocery & Delivery

www.jacklitchfield.com   jack@jacklitchfield.com
Los Angeles, CA   865-742-6754

2022–2025

Head of Product　Super.com　🆒 Super App　💳 Fintech　✈️ Travel　🤑 Earning　💩 Multi-Vertical　🚀 Hyper-Growth

Super app for everyday Americans to save, earn, and build credit; getting cash in your pocket and letting you see the world

Led team of 34 across product management, design, UXR, & creative, serving 80MM+ customers, drove $1B+ revenue, reached EBITDA positive, grew memberships from $0 to >$5M MRR in 1 year, one of Deloitte's fastest growing companies in '23 and '24

- **Led entire product team** across 5x verticals: app, travel, earnings, fintech, and internal.
- **Owned top level OKRs** like retention, product guard rails, activation, and engagement. 10x'ed Super+ travel attach rate, MRR, System Usability Score (SUS), and over 30 other metrics. 2x'd product lead time, planning accuracy, experimentation velocity, and 10 other productivity metrics.
- **Oversaw launch of Super+** memberships, which as a program got to sub 2-month paybacks, and saw sub 1-month payback on rebates channel. Responsible for profitability of new programs that contributed to company becoming EBITDA positive.
- **Led launch of fintech products** Super.com card, Cash Advance, and Credit Building, and got cash advance to be profitable in less than a year.
- **Established 3 Product<>Market<>Model<>Channel (PMMC) fits from 0 to 1** for Rokt, Cash Advance, and Earnings which contributed to +70% of MRR.
- **Established strong culture** with "truth-seeking", "default aggressive", "magic", "player-coach", and "decentralized command" to create autonomous "MAT" product teams. Balanced hyper-fast experimentation culture (launching an experiment per day on average) with long term design thinking.
- **Reported directly into founders**, led on board of directors calls, coached by product legend Sanchan Saxena (ex-Airbnb, Coinbase, Instagram)

2021–2022

Head of Product　Extra Card　💳 Fintech　🦄 Unicorn　🚀 Hyper-Growth

Debit card that builds credit with points program and experiences perks

Managed product dept from Series A to Series B at unicorn valuation during hyper growth (65k to 300k customers in 6 mo); first product hire, built and managed product, design, team operations, project management, and project operations

- **Hired and built** entire product function from 0 to 10 teammates across all product functions and rolled out mature PDLC process & squads model that integrated design thinking, research, and prototyping with strong product operations principles and agile workflows.
- **Accountable for critical KPIs** like LTV, Day 14 initial spending percentage, membership retention, conversion, engagement, and more. Responsible for outcomes of the end to end user lifecycle from arrival to marketing pages, membership conversion, engagement, and through to churn and resurrection.
- **Lifted spending percentage +140%** for D14 with virtual cards, saw 98% profit on giveaway model to fund credit products.
- **Found Product<>Market fit for free account holders** through installs with Extra Experiences (giveaways, games, in-app content), which 10x'd our TAM.
- **Reported directly into co-founder / COO** and collaborated on board presentations and leadership calls.

2018–2021

Director of Product　Pavemint　🚐 Mobility　💼 B2B2C　🏢 Enterprise SaaS

Rent parking spaces at homes or at event venues on demand or in advance with tools for parking and last mile managers

Discovered market opportunity for enterprise SaaS, shifted company to +$1MM avg ARR per customer

- **Developed internal engineering and product team**, overseeing 5 people in office and 6 remote. Managed full PDLC from research to deployment.
- **Accountable for top level OKRs** like lot growth, driver time, check in accuracy and speed, revenue, and partner deployment.
- **Restructued business model** from CAC inefficient two-sided market place to a positive LTV:CAC single sided marketplace with shift to enterprise SaaS for stadiums and "parking networks", connecting stadiums like Austin FC to nearby businesses for win-win-win model. This also led to a 30% reduction in traffic in network areas, making it a win-win for cities, stadiums, drivers, and parking operators.
- **Improved E2E product usability,** cutting complaints by 480%. Invited to Apple HQ to discuss mobility; managed WWDR relationship. Led ALPR buy/build decision, boosting check-in accuracy 87% and adding $2K/lot/month.

2018

Principal Product Manager　Oomba / Doubletap　🎮 eSports　💼 B2B2C

eSports tournament software, now Food & Beverage + eSports entertainment platform for Department of Defense

Consulted transition of Oomba to spin-off Doubletap to work with DoD and US Army & Navy rollout

- **Launched 2 tournament platforms**, P2P matchmaking, and found new revenues with stadiums with interactive scoreboards and "brag mode".
- **Promoted to oversee design team** of 6 people, executing usability tests, rapid prototyping, and research across P2P, B2C, and matchmaking.

2014–2018

Founder, Chief Product Officer　Kitchen Wizard　🛒 Grocery & Delivery　💼 B2B2C

Get recipes based on what you have, your diet, and grocery lists for what you can almost make next

Awarded top 10 best apps for the kitchen by BuzzFeed, sold to local grocery retailer

- **Founded company**, built team from 0 to 10, and launched from 0 to 1 to PMMC fit with a model on increasing cart size and reducing food waste. Oversaw remote engineering team and design team. Raised seed capital round, and got to revenue within 4 months.
- **Leveraged Machine Learning** and user goal settings to empower customers to better hit their diet goals and reduce food waste by up to 30% less, saving $50/wk on avg.
- **Pivoted model from B2C to B2B2C** with white labeling product for grocery stores to reposition CPG and produce goods as recipe solutions.

2019–2025 | PART TIME

Life Coach, Trainer, and Endurance Athlete 🏅 Team Building   🧠 Mental Training

Competed in the world's toughest endurance event, led the highest graduating class through the world's toughest training crucible, and built a coaching and training practice centered around a mission to "ignite the human spirit in others."

Built and led a team with a record 81% pass rate in Sealfit Kokoro's 53 hour, non-stop crucible modeled after Navy SEAL hell week. Failed on my first attempt, and returned to secure, ultimately sharing my story which has since inspired +30 million viewers. Invited back to train future teams, and coached on the "Unbeatable Mind" tactics to help anyone from a Tier 1 athlete to everyday Americans discover their internal "why" and find the will to never give up.

Placed 10th in the world's hardest endurance event, GORUCK Selection, a 48 hour event covering +80 miles led by special forces operators. Grew TikTok following to +400k, and coached followers and fellow athletes on mental discipline and mental toughness. This was the hardest thing I've done in my life.

Built a practice at Align Chiropractic Los Angeles to help people of all ages regain strength after injuries or challenges, discover their will power and self-worth through tailored physical training, and develop mental and emotional tactics applicable to life beyond the gym.

2012–2025 | PART TIME

Product Advisor jacklitchfied.com 🛠️ Startups $ Series A to C   🏛️ Board Member

Advised, helped start, and have sat on the board for over 10 startups, from eSports, music, PR, education, social media, and more. A few of my favorite stories include helping get Kara Connolly from new artist to two-time GRAMMY nominated musician with a merch sales funnel, a community based storytelling app (Addapted) launched with Chapman University, and being an incubator mentor and speaker at Chapman University.

2016–2018 | PART TIME

Head of Design Topflight Apps 🤝 Agency   🎨 Product Design   📊 B2B

Built the design operations at Topflight, an on-demand app agency. Ultimately launched over 30 products to market across education, medical, mental health, fintech, and more. Grew team from 0 to 4, and establishing design thinking and practices that were leveraged by over 30 companies.

2014–2015 | PART TIME

Co-Founder, Director of Operations Invieo (sold to Beta on Demand) 📊 B2B   🔍 UXR

Co-founded the research company specializing in stadium, hospitality, hotel, and travel consumer research. Grew to include digital UXR and usability testing network, connecting companies to a hyper-targeted audience of testers around the world to speed up time to market for new products.

2012–2018

Product Manager CBS Television 📺 Entertainment   📦 Operations

Grew from project to program to product manager, managing operations for CBS during remastering for Star Trek, I Love Lucy, Happy Days, and hundreds more key content pieces. Restructured inventory management operations from outdated POS systems, speeding up team efficiency by 400%. Managed stakeholder relationships from show runners, creatives, distribution, digital remastering, and shipments teams. Digitized project and shipment tracking, and worked with CBS during their discovery phase of their streaming initiatives.

2007–2011 & 2012–2015

Chapman University BFA Film Production, Entrepreneur In Residence

Mastered storytelling, visual media, directing, and sound design at Chapman's Dodge College, and was invited back in their inaugural entrepreneur village to launch Kitchen Wizard. Was an RA for 2 years, rowed varsity men's crew, rushed Phi Kappa Tau, and directed a senior thesis film that won multiple film festival awards, including best picture. Studied abroad at the University of Otago in New Zealand, and led wilderness survival guides across over 300km of trails.

TECHNICAL SKILLS AND TOOLS

- **Product & Growth:** A/B Testing & Experimentation, OKR Setting & Ownership, Retention Metrics, Subscription Models, CAC:LTV Optimization
- **Methodologies:** Reforge Theory (Acquisition, Conversion, Activation, Engagement, Retention, & Resurrection), PDLC Management, Design Thinking, Agile Development, Rapid Prototyping, CX Mapping & Wireframing, UXR
- **Tools:** SQL, JIRA, Amplitude, Figma, Looker, Notion, AI Prompting (ChatGPT, N8n), UserTesting, Unwrap.ai, Hotjar
- **Leadership:** High Performing Team Building, Cross-Functional Team Management, Culture Building, Executive Strategy, Board Reporting, Coaching & Mentorship, Extensive B2C and B2B