



Jack Litchfield

Proven Product & Program Manager,
High Performing People Leader.

 Fintech

 Hyper-Growth

 Unicorn

 Mobility

 eSports

 Grocery & Delivery

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- **Extra Card** **FINTECH** **UNICORN** **HYPER-GROWTH** • 2021-2022

Head of Product

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, and project mgmt depts

- Accountable for outcomes for critical KPIs (LTV, % spending, retention, conversion, engagement)
- Lifted % spending +140% for D14 accounts with virtual cards, improved app engagement with Extra Experiences (giveaways, games, in-app content), saw 98% profit on giveaway model and path to fund credit products
- Launched new user acquisition funnel for free accounts, reducing CAC and introducing new upsell path
- Considered internal operations expert; managed and prioritized product roadmap, instituted PDLC and agile processes (Notion, Jira), increased cross fxn team autonomy, alignment, and throughput with OKR and squads
- Led research team, developed rapid prototyping capabilities and scalable design systems

- **Pavemint** **MOBILITY** **B2B2C** **ENTERPRISE SAAS** • 2018-2021

Director of Product

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

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

- Took CAC inefficient two sided marketplace to positive CAC:LTV ratio and single sided marketplace with shift to enterprise SaaS (valet, self-park, municipal, reporting, stadium tools)
- Built and managed team of 4 on product team, recruited and built team of 5 on eng team, oversaw eng contractors; managed PDLC and roadmap from end to end
- Improved usability of maps and driver arrival, reducing complaints by +500%, invited to present on maps solutions at Apple HQ, managed WWDR relationship
- Weighed buy/build to add ALPR, speeding check in and out by +1 min; improving accuracy by 87%
- Launched parking networks for Austin FC Stadium, multiple cities, over 20 venues, 3 airports, 2 universities, and apartment complexes

- **Oomba → Doubletap** **ESPORTS** **B2C** • 2018

Principal Product Manager, Consumer Platform

eSports tournament software, now F&B + eSports entertainment platform for Dept of Defense

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

- Launched two tournament platforms and player P2P app, managing 8 person design and product team
- Introduced new revenue with interactive scoreboard & brag mode, monetizing fan engagement
- Built rapid, HiFi prototypes in Sketch, Invision, and Figma; led UX/UI on all products

- **Kitchen Wizard** **GROCERY & DELIVERY** **B2B2C** • 2014-2017

Founder, Chief Product Officer

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

- Increased average grocery cart size with recipe potential advertising solution
- Leveraged machine learning and user goal setting to select ideal recipes
- Managed eng teams in US and Ukraine, all PDLC, and grocery partner & customer roadmap
- Ran revenue model that helped pivot company to white label B2B model

- **Product Manager, Digital Remastery** • CBS TELEVISION, 5 YRS

- **Sealfit Kokoro, Navy Seals** • CLASS 57 GRADUATE, 2 YRS

- **Chapman University** • DODGE COLLEGE, 2007-2011
LEATHERBY ENTREPRENEURIAL CENTER, 2012-2015

- **Director of Operations** • INVIEO, 1 YR

- **Head of Design** • TOPFLIGHT APPS, 2 YRS

- **Founder, CPO** • ADDAPTED, 2 YRS