

JAMISON BROGDON

DIRECTOR OF PRODUCT MANAGEMENT

Product Strategy • Growth • Platform Products • Experimentation • B2B SaaS • AI/ML • Customer Experience

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PROFESSIONAL SUMMARY

Senior Product Leader with 18+ years of experience taking products from concept to market, building go-to-market strategies, and owning end-to-end product lifecycles for portfolios exceeding \$530M in revenue. Proven ability to identify unmet customer needs, validate opportunities through data and research, and lead cross-functional teams from problem definition through successful launch. Deep experience in experimentation, platform growth, and building new product capabilities in complex organizations.

WORK EXPERIENCE

Director of Product Growth | O.C. Tanner, Salt Lake City, UT Jan 2024 – Jul 2025

- Developed and owned a go-to-market growth strategy across mobile, web, and integrations — defining target segments, success metrics, and launch sequencing — resulting in 9.5% YoY platform revenue growth.
- Led experimentation and AI-driven personalization initiatives, doubling user engagement and improving retention.
- Worked to harden initiatives coming from our executive team by translating requests into strategies with strong narratives to rally stakeholders and clarify goal sand outcomes.

Director of Product Design & Research | O.C. Tanner, Salt Lake City, UT Dec 2018 – Mar 2025

- Functioned as product leader for discovery, roadmap definition, and experience strategy in close partnership with engineering and business stakeholders.
- Scaled multidisciplinary teams across the US and India and developed career ladders and leadership pathways.
- Led portfolio-level accessibility initiatives, ensuring our products met the WCAG 2.1 AA standard.
- Built product capabilities for revenue generation and user engagement by synthesizing customer research, usage data, and competitive analysis to validate opportunity size and secure executive investment.

Manager of Product Design | O.C. Tanner, Salt Lake City, UT Nov 2015 – Nov 2018

- Led execution for consumer mobile applications, resulting in mobile apps rated a full star above our direct competition on all platforms.
- identified fragmentation as a core retention risk, built the business case, defined the product strategy, and created the roadmap to consolidate 5 disparate product offerings into a unified experience.

Product Design Lead | Overstock, Murray, UT

Feb 2014 – Aug 2015

- Identified operational inefficiencies in logistics and returns workflows through customer data and support analysis; led the product redesign that reduced annual support costs by \$500K and unlocked new revenue opportunities

Product Management & Design | FringeMedia, Salt Lake City, UT

Oct 2007 – Aug 2011

- Coded a design system to enhance speed to delivery for my engineering team.
 - Developed a regular practice of experimentation and A/B testing.
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SKILLS

- Product Strategy & Roadmap Ownership
 - Backlog Prioritization & Agile Delivery
 - OKRs & Outcome Measurement
 - Go-to-Market Strategy & Product Launch
 - Product Discovery & Customer Research
 - Platform Unification
 - Data-Informed Decision-Making
 - Accessibility (WCAG 2.1)
 - Stakeholder & Cross-Functional Leadership
 - Experimentation & A/B testing
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TOOLS & TECHNOLOGIES

- Claude Code
 - JIRA / Confluence
 - Trello
 - Asana
 - Google Analytics
 - Figma
 - Fullstory
 - Pendo
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EDUCATION

MMLIS, Masters of Management in Library and information Science | University of Southern California

MA, European History | University of Cincinnati

BA, Political Science, History, German | University of Utah