

Jojo Giltsoff

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Career History

Product Apple 2022–Present

- Led and orchestrated the strategic ideation and planning phase for a new unreleased, confidential, groundbreaking software product spanning Apple's hardware ecosystem
- Collaborated closely with cross-functional teams to overhaul established user experiences and revolutionize workflows with a strong emphasis on machine learning to achieve fastest time-to-value
- Conducted comprehensive interviews and research projects, applying a customer-centric and competitive landscape approach to enhance thought leadership and define a visionary multi-year roadmap

Senior Product Manager Adobe 2021–2022

- Guided team to conceptualize, prototype, market validate, and launch a number of successful innovations to Lightroom Mobile: a freemium mobile application relied on by millions of daily users by partnering closely with design, engineering, PMM, GTM, legal, growth, and customer support
- Crafted a strategic roadmap that distinguished the application, driving strategic advantage and increased NNARR growth while adeptly managing the delicate balance between resource allocation & time-to-market
- Expedited team crossing significant milestones including a 30% surge of mobile-only subscribers, a 25% enhancement in F2P conversion, a remarkable 20% increase in MAU W1 retention, all achieved while maintaining stable customer cancellations
- Aligned direct team around north star OKRs & influenced other teams to embrace a vision that provided the mobile application with the autonomy needed to achieve the most substantial customer and financial impact
- Mentored newer product managers and dotted line reports by providing guidance and career coaching

Senior Product Manager Postlight 2020–2021

Product Manager Postlight 2019–2020

- Drove cross-functional distributed teams through discovery, research, design, testing, development, and QA
- Collaborating with design accessibility researchers, overhauled mobile experiences for blind and low-vision users driving innovative solutions, resulting in building an API, 2 SDKs, and an iOS application.
- Launched enterprise publishing platform, reaching 8M+ customers hourly increasing communications 2500%+
- Conducted frequent strategy sessions and presentations with stakeholders to gather feedback, mitigate risks, and maintaining a very high level of team productivity while instilling trust and confidence in ongoing work

Product & Community Manager Oak Studios 2017–2019

- Charted product priorities, plans, and strategy for a cross-platform B2C visual bookmarking tool
- Initiated data-driven onboarding and redesign to increase customer awareness, driving 20% more signups
- Oversaw client engagements, including building a creative photography iOS application, managing a global directory of creative companies and jobs, and negotiating six-figure enterprise solution to a Fortune 100 client

Project Manager Total Theater Awards 2016–2017

Assistant Producer Tobacco Factory Theaters 2014–2016

Theater Operations Team Battersea Arts Center 2013–2014

Education

Bachelor of Arts in Performance Design & Practice: First Class Honours 2010–2013

Central St Martins London

Skills

Product roadmapping / Long-term vision and strategy / Stakeholder management / Negotiation / Conflict resolution / Leadership / Risk assessment / Problem-solving / Innovation and ideation / Competitive analysis and research / Go-to-market planning / Growth mindset

Proficiency in many relevant product management tools, such as Jira, Trello, GitHub, product analytics tools, wireframing/prototyping software & Certified Scrum Master

Away from the screen, I love making my own clothes, playing pickleball, photography, and reading