DIANA JERMAN

646.245.2633 | dianajerman@gmail.com | www.linkedin.com/in/dianajerman

PRODUCT LEADER

I solve problems through research, discovery and validation. I am an effective, curious and mission-driven product nerd at heart. Experience in developing frameworks that drive impact for both startup environments and mature products. I've spent years building and mentoring product, design, UX and other mission critical cross-functional teams to translate ideas into an executable plan and roadmap. I seek opportunities to rally cross-functional teams around a product vision and to build the best possible products at the intersection of data, content, design and technology.

SKILLS & COMPETENCIES

+ Agile Methodology	+ Wireframes	+ Mobile Applications
+ Jira	+ MVP Definition	+ Search & Discovery Products
+ Confluence	+ UXpin	+ SaaS
+ Basecamp	+ InVision	+ Visual & Verbal Communication
+ Trello	+ proto.io	+ Fluent: Spanish
+ Tableau	+ Product Roadmaps	+ Proficient: Portuguese

EXPERIENCE

Senior Director Product, Search |_IAC Applications | New York, NY | Jan 2017 - Present

Responsible for driving our B2C & B2B search product strategy, planning, design and execution of a broad range of internal and partner initiatives. I play a key role in helping to align our strategic direction, define and articulate new opportunities while preserving our strong revenue contribution to larger IAC Corp (NASDAQ: IAC).
- Achieved over 11% YoY growth on $400M portfolio in 2018, 4% YoY in 2017.
- Manage team and product responsible for over 800M queries per month and over 110M MAUs.
- Leverage market analysis, internal data, competitive understanding, and customer research to define the roadmap for our Search experience.
- Responsible for managing our long term search partnership with Google.
- Lead search product strategy, from definition stage to execution, by partnering with UX Research, Data Services and Search Site Engineers to build engaging data assets used across both B2C and B2B Search businesses.
- Leverage and analyze our robust data set to better serve our users, partners and business goals. We rely heavily on multivariate and A/B tests to help us identify opportunities and validate assumptions.

Co-Founder | It's Conceivable Now | New York, NY | 2011 - Present

Co-founded "It's Conceivable" to centralize parenting information for the LGBTQ community. Our motto: Less rainbows, more advice. From 2011 to 2017 we increased traffic by 450%. This labor of love continues to grow organically and has become an important resource for the LGBTQ community.
- Co-founded It's Conceivable after struggling to find content resources, examples of other families, and links to businesses that support the community
- Led product development and launch with minimal resources
- Launched first revenue generating advertising component to the site, allowing us to reinvest in the product and content

Head of Product | TREATO.COM | New York, NY | Apr 2016 - Jan 2017

As a strong partner for our visionary CEO, I helped build a solid foundation and product culture around continuous and rapid testing of ideas. Successfully managed and reorganized team around a strategic pivot to focus on our B2B SaaS business: Treato IQ a patient intelligence platform. This reorganization resulted in the company meeting Q4 2016 product launch and revenue goals. I left a more focused and motivated team.

- Design and implement product development process with global, cross-functional team (agile, product backlog, sprint planning, weekly sprint maintenance…etc.)
- Lead product strategy and development for both our B2B SaaS business and consumer business (treato.com)
- Hire, train and mentor first class, multi-disciplinary team to ensure we were poised for growth.
- Drive revenue-generating partnerships and M&A initiatives
- Step in when necessary to prepare artifacts that help conceptualize the product visions (wireframes, user-flows, PRD's, user stories)

EVERYDAY HEALTH INC. | New York, NY

As an early employee, I had the opportunity to play a pivotal role in growing the portfolio of products and new key business units. During my tenure, I led initiatives to launch and redesign many of the flagship properties, hire, train and mentor teams. I developed and lead the integration of several of the company's acquisitions. Led and supported many facets of the company's growth throughout 7 years, from 50 to 600+ employees and through the transition from private to public.

Senior Director, Product Management | Jun 2014 - Apr 2016
- Defined product vision and strategy — with a focus on our mobile applications— for the fastest growing division within Everyday Health: Everyday Health Professional
- Responsible for the organization, management and progress of product roadmap
- Collaborated with and mentored an extremely talented team of product managers and UX designers
- Lead requirements gathering, wireframe development and scope for all projects, including new custom advertising platform that in 2015 resulted in close to 40% of professional revenue
- Worked closely with our Business Intelligence team to develop dashboard in parallel to product launch. The result allowed internal teams to better deliver and monitor custom campaigns and allowed us to report back to our client in a very granular level.
- Led product team in development and implementation of new features and product launches across platforms, including site wide responsive redesign, iOS phone and tablet app, and Android app
- Led architecture and integration of our largest acquisition post-IPO. Developed new processes and documentation to help manage this and other M&A deals for the company

Director, Product Management and Operations | 2013-2014
- Built product management team for Medpage Today; successfully launched several core internal tools and new custom advertising platform
- Conceived features and products — including new homepage and article template redesigns — that increased engagement metrics by 1.2 PV/V to ~2.5 PV/V
- Developed reporting and insights to help drive decisions. Promoting the use of A/B testing and a lean methodology, we increased KPI's across the board including registrations, DAU's, PV/V and on our mobile apps, increase download to reg conversations, engagement and social shares.

Director, Strategic Account Management; Local Unit @ Everyday Health Inc. | 2012-2013
- Built and managed account management and operational functions for local business unit at Everyday Health Inc., including a team of 15 account managers responsible ~$7M in revenue
- Drove prioritization, forced important tradeoffs and delivered value through our products for our clients. As an advocate for our clients and users, my team helped drive product improvements and launch new products.
- Designed and implemented new client tier methodology, client touches increased from .95 to 2.62 per month with zero cost impact to operations
- Managed the requirements gathering and implementation of Salesforce.com; launched custom instance to streamline team's workflow, increasing ramp proficiency and providing deeper insight into account management process

Director, Product Management Provider Solutions | 2011-2012

Director, Business Operations; Provider Solutions | May 2009 to April 2011

Project / Program Management

OGILVY INTERACTIVE	New York, NY April 2008 to May 2009	SHOWTIME NETWORKS	New York, NY 2005
EVERYDAY HEALTH INC.	New York, NY October 2006 to April 2008	SHUFFLRR LLC	New York, NY 2002-2005
BUNKO STUDIOS	New York, NY July 2005 to October 2006	IGUANA INTERACTIVE	New York, NY 2000 to 2002

EDUCATION

FORDHAM UNIVERSITY
Communication and Media Studies
1996 - 2000

GENERAL ASSEMBLY
• Product Management Immersive
• Data Analysis Immersive

CURRENT
Programming Foundations with JavaScript, HTML and CSS by Duke University on Coursera

ACCOMPLISHMENTS

- Triathlete (Sprint, Olympic, and Half Ironman distances)
- Marathon Runner
- Girls Who Code volunteer 2017-present