



JONATHAN LOWE

Product and Web Strategy

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📍 8013 Baxter Springs Rd
Austin, Texas 78745

EDUCATION

BS, Management Information Systems

Wake Forest University
2001 - 2005

Juris Doctor

University of Georgia, School of
Law
2007 - 2010

EXPERTISE

User Experience

Product Optimization

Roadmap Planning

Customer/User Feedback

Growth Strategy

Data & Analytics

A/B Testing

Conversion Rate Optimization

WORK EXPERIENCE

○ July 2021- June 2024

Sonar (SonarSource) | Austin, Texas

Director, Web Product

Leading strategy and execution to prioritize web product roadmap, directing cross-functional teams of UX design, engineering, demand generation and product marketing, and iterating on product based on user feedback and data-driven insights.

- From SEO to performance to production, owned the web experience across 9 legacy properties and led the effort to consolidate into a single, cohesive ecosystem, content pipeline, and design system for Sonar's products and solutions - tripling organic traffic in 2.5 years through QoQ growth and doubling ARR from organic MQLs
- Orchestrated cross-functional design and development to define the user journey and ensure an efficient product roadmap of best-in class web experiences for continuous improvement and growth for engagement and lead generation
- Used data to inform the relative success of changes to user experience, user interfaces, user journeys, content, landing pages, and other customer-facing interactions to iteratively improve and drive company objectives
- Collaborated with IT Operations and Security to upgrade the web product tech stack to a best-in-class, modern stack to efficiently integrate the CMS, build system, data and analytics, Salesforce CRM, and additional web tools

○ January 2017 - July 2021

Accenture | Austin, Texas

Senior Growth Product Manager & Team Lead

Leading teams executing data driven marketing campaigns, product optimization programs, comprehensive measurement strategies, user experience design and research, market and competitive research, and personal experience strategies across multiple verticals.

- B2B, B2C and D2C program delivery as well as omnichannel, CRM and marketplace growth experiences generating millions of dollars in untapped revenue and lifts to primary KPIs throughout the marketing journey for multiple Fortune 500 clients - Microsoft, Uber, Synchrony Financial, Starbucks - and many others.
- Elevated a leading fashion retailer's digital storefront experience via iterative testing - 100+ a/b and multivariate experiments, conversion rate optimization (CRO) tactics and user experience research studies - and successfully scaling the product across global business units leading to \$28M incremental annual revenue impact and the formal adoption of a culture of testing and learning.
- Assessed and remapped the customer journey for Uber's 3PL Freight division by using extensive data and research to better understand existing pain points and friction, identify personas and inform a better value proposition for the platform - leading to an +18% lift in leads generated for primary users of the platform in 4 months for a 20x program ROI.
- Leveraged data to inform organizational decision making by training clients in Finserv, Retail, Beauty, Media and similar industries on the value of an experimentation and personalization framework and a maturity model that spans multiple functions and disciplines designed to maximize returns, take out costs and see rapid growth from a successful digital transformation.



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2006 - 2008

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WORK EXPERIENCE

March 2013 - August 2016

One Love Organics | Saint Simons Island, Georgia

Head of Marketing and Technology

Realized over 500% growth in three years with strategic, digital, operational and sales analysis.

- Directed weekly budgets for Google Ads, AdRoll and affiliate marketing networks to optimize display retargeting visibility and maximize ROI. Achieved upwards of 15-20x ROI on a weekly basis in a natural and organic skin care niche.
- Maintained and methodically examined analytics from Google Analytics, Google Search Console, Google Ads, Shopify Analytics, MailChimp, Ve Interactive, Pepperjam and AdRoll to increase awareness, demand, incoming traffic and improve the marketing funnel - using frameworks including a/b testing, targeting specific demographics and constantly updating content and creative based on the data.
- Lead the development and transition from Open Cart eCommerce shopping cart to Shopify Shopping Cart, the implementation of an automated inventory system tying eCommerce platform to order fulfillment, and successfully lead the effort to obtain third party certification (Ecocert) for natural and organic cosmetics.

January 2012 - March 2013

Hull Storey Gibson Companies | Augusta, Georgia

In House Counsel

Served as in house counsel for large retail real estate developer.

- Represented Hull Storey Gibson in contract and tort litigation in both Georgia and North Carolina.
- Lead efforts in leasing, development, project management and construction.
- Developed acquisition and leasing strategies for regional shopping malls and shopping centers for both growth and cost takeout.

January 2006 - August 2007

NextWave Wireless | San Diego, California

Market Analyst

Aided company executives in legal research and market information gathering, market forecasting, and product introduction and development.

- Projected market and product growth for the wireless semiconductor industry primarily using complex forecasting models based on anticipated national adoption and availability of new wireless technology.
- Created and maintained the Marketing and Competitive Intelligence information database.
- Managed engineering projects for software development to support semiconductor development.

Résumé SEO

MS Office and Google Suites; HTML/CSS/JavaScript, CRM (SalesForce) and eCommerce solutions; a/b testing platforms - LaunchDarkly, Optimizely, Adobe Target, Dynamic Yield, VWO; Analytics platforms: Adobe Analytics, Google Ads and Analytics 360, Google Tag Manager, FullStory, Hotjar, ContentSquare, Tableau; UX Research (UserTesting.com); Task management: Asana, Jira, Trello; Content Management (CMS) Prismic, Kotent.ai, Contentful; Agile and scrum methodologies: Certified SAFe 5 Agilist