

Entrepreneurial product leader with 13 years experience owning strategy and execution across eCommerce, marketplaces, and content-driven consumer platforms. Successfully ran and exited 100daysofrealfood.com, a blog read by millions around the globe that led to a #1 *New York Times* bestselling cookbook, two best-selling follow-up books, 1.7MM social media followers, 230MM+ pageviews, and national media appearances including *Good Morning America*.

Defining Traits

- Detail oriented and analytical
- Empathetic and open minded
- Curious
- Pragmatic
- Natural troubleshooter
- Effective communicator

Experience

DIGITAL PRODUCT MANAGER, Hemmings.com, Charlotte, NC

January 2023 – Present

World's largest collector car marketplace serving ~4MM site visitors/month with 25k+ online listings, digital and print editorial content, original video programming, events, and an expanding list of service products to support the collector car enthusiast.

- Led complex initiatives including full digital **corporate rebrand**, partner integrations, and launch of **Hemmings Motor Club** digital membership product.
- Wrote 500+ Jira stories and collaborate with engineering, QA, analytics, sales, editorial, marketing, and leadership to deliver high-quality products aligned with business goals.
- Designated PM leader for editorial, email, marketing, sales, and ad related projects in addition to regular marketplace responsibilities.
- Created and owned epics across six frictionless marketplace service offerings.
- Operated as sole PM for 7 months during leadership transition and generated weekly/monthly digital KPI reports and ad hoc data explorations for stakeholders.
- Lead regular product meetings with executive stakeholders and the editorial team.
- Feed two software development teams and one CMS team across multiple codebases.
- Work closely with design team to review and guide new designs, customer flows, and UX.
- Currently leading UX optimization of saved search and watchlist experience across site and email touchpoints.

Key Tools: Jira, Figma, SailThru, Hubspot, Microsoft Clarity, WordPress, Excel, Confluence

Recognition: Consistently exceeds expectations in attention to detail, ownership, and initiative.

CO-OWNER, COO, and MONETIZATION LEAD 100 Days of Real Food, Charlotte, NC

2012 – 2023

Joined my wife and company founder, Lisa Leake, full-time in 2012 to monetize the blog and run the business until we sold it in 2023. Visit jasonleake.com/my-work or scan the QR code for case studies and more.



- **Digital Products and Systems Integration:** Technical, marketing, and support lead for eBooks and online course products, including integration of CMS, LMS, online checkout

with upsells, payment processing, email, conversion tracking, physical cookbook order fulfillment, video hosting, and chat box.

- **Project Management:** Develop project specs, solicit bids, negotiate contracts, oversee implementation, perform QA. Manage product launches, site redesigns, taxonomy reorg for SEO, course dev, email automation, platform migrations, SEO audits, meal plan affiliate partnerships, site performance optimization, and ECommerce integration.
- **Optimization:** Website CRO, SEO, ad revenue, email.
- **Business Operations:**
 - **People:** Manage sales rep, virtual assistants, contractors, consultants, and vendors.
 - **Strategy:** Develop strategies and procedures for success in a rapidly changing industry while managing risk. Network with other online publishers.
 - **Financial:** Operational accounting, cash flow projections, reporting.
- **Marketing:** Web, social, email (organic and paid). Affiliate partnerships including ~\$10MM in Amazon sales (earning \$400k in affiliate income with ~15% conversion rate), meal planning apps, and food delivery services.
- **Site Design and Management:** Designed website using Elementor Pro page builder and Astra Pro theme. Responsible for uptime monitoring, core web vitals, security, user management, plugins, taxonomies, feature development, and UX.
- **Editing:** 1.3k posts/pages, 600+ email campaigns, digital products, video production.

Early Career Highlights

SALES EXECUTIVE, Siemens Building Technologies, Charlotte, NC 2011 – 2012

- Responsible for higher education and healthcare markets in the Charlotte area.

ACCOUNT MANAGER, FARO Technologies, Lake Mary, FL (remote) 2007 – 2011

- Responsible for sales of terrestrial 3d laser scanners (~\$120k/sale) for the Southeast territory.

REALTOR, Helen Adams Realty, Charlotte, NC + **Coldwell Banker**, Naples, FL 2004 – 2007

- Awarded 'Rookie of the Year 2004' for Ballantyne office, Helen Adams Realty.

OWNER/PROJECT MANAGER, Renovative Properties, Charlotte, NC 2004

- Flipped two properties; managed property search, budgeting, renovations, contractors, and sales.

APPLICATION ENGINEER, Rand Worldwide, Charlotte, NC 2001 – 2003

- Delivered CAD software demos and on-site technical needs assessments.

ASSOCIATE PRODUCT ENGINEER, Stanley Hydraulic Tools, Milwaukie, OR 1999 – 2001

- Designed, modeled, prototyped, and tested hydraulic tools.

Education

Bachelor of Science, Mechanical Engineering, Clemson University, Clemson, SC 1999

Personal Interests

Mountain biking, hiking, camping, paddling, travel, healthy eating, fast cars, family, music.