

# Serge Lobatch

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## Professional Experience

### **Sr. Product Manager Technical, Amazon.com** June 2017 – Present

Own software systems that generate forecasts and strategic financial plans of Amazon.com's revenue, shipped units, customers and Prime members on a daily basis, projecting five years into the future. Define 3-year product strategy, establish annual goals, and prioritize roadmap. Clarify customer needs, specify success metrics & acceptance criteria, and communicate status.

- Launched automated forecasting of customers and Prime members at increased granularity, improving accuracy by 47bps (MMs of customers per year), and reducing SLA from 3 days to <20 minutes.
- Delivered approach for estimating revenue and shipped unit forecast uncertainty, quantifying risk for internal strategic investment decisions, and providing a framework for earnings guidance.
- Launched separate forecasting product for Amazon.com's B2B offering, automating strategic planning for three B2B finance teams.
- Established research & product development processes for teams of software engineers, data scientists, and economists.

### **Product Manager, DigitalOcean** July 2015 – August 2016

Owned Support and Billing products, setting quarterly & annual strategic goals, and prioritizing roadmap and backlog for each. Established two product teams, and together with engineering management, drove product development process to support engineers and product designers.

- Evaluated search, ticket, usage metrics, conducted usability research, and redesigned Support interface to allow customers to self-service solutions for common problems, reducing ticket volumes by 1000s of cases per month while maintaining NPS of the Support product.
- Launched a dedicated internal product for Trust & Safety agents to triage, track, and communicate the resolution of 40,000 monthly abuse incidents.
- Owned development of a taxation system across EU and Canadian markets, resulting in legal compliance and reduction of outstanding tax liability by upwards of \$1.5M.

### **Product Manager, Knotable** April 2014 – June 2015

Managed customer acquisition funnel and onboarding experience for a communication and collaboration platform across web and Android clients. Clarified feature requirements and guided features through design, development, testing, and public release, with a team of 15 engineers and designers. Implemented behavioral analytics to improve product decisions.

Secondary responsibilities included: launching social media advertising campaigns, product update communication, launching a blog which reached 2MM MUVs within 3 months to increase top of funnel, and creating video, art, and copy-written marketing content.

### **Business Development & Marketing, Experiences Unlimited** December 2012 – April 2014

Developed and pitched gamified experiences to existing and potential clients. Managed three client accounts. Crafted sales proposals and business development strategy. Researched and contacted leads. Planned and executed email marketing, social media, and digital marketing campaigns.

Organized the Enterprise Gamification Forum, an industry conference of 80 attendees, securing 26 speakers, sponsors, and leading event marketing. Assisted president in all matters.

## Skills

SQL. Excel. Agile & Scrum Methodology. JIRA. Git. HTML/CSS/SASS. Bootstrap. Javascript, Python, Ruby, Shell Scripting. Cloud infrastructure. Mixpanel. Wordpress. Facebook Ads Manager. Wire-framing. Adobe Photoshop, Illustrator, InDesign. Sketch.

Native Russian Speaker.

## Education

**Brown University** Providence, RI – A.B. Cognitive Science, 2012