

ERIC NAJJAR | Product Manager + Strategist

WORK EXPERIENCE

Director of Product Management

Stockk | Mar 2020 - Sept 2020

Headed all product development and launch of Stockk, a new video and streaming platform used by over 400 businesses for trade shows and conferences.

- Directed an agile team to launch a rushed product on time and under budget.
- Launched platform with 400+ exhibitors and attendees during a two day event.
- Maintained a focused product scope increasing platform stability by over 85%.

Co-founder, CEO & Product Lead

ShopKetti.com | Mar 2015 - Present

ShopKetti is a matchmaker for retailers and vendors in the pet industry. The platform provides wholesale, supply-chain, and logistics services.

- Direct product management, strategy, sales, marketing, and client acquisition.
- Achieved profitability by accelerating 2019 sales over 100% YOY.
- Won over 1,100 B2B accounts through fast paced product development.
- Oversaw international expansion and opened second office in SE Asia.

Achievements

Product Lead, Integrated ERP system

- Directed multinational team of six engineers & designers from concept-to-release.
- Managed a focused product backlog leading to V1 release one month early.
- Delivered detailed insights through demos, interviews, and quantitative analysis.

Led development and launch of six revenue products

- Successfully developed and maintained multiple roadmaps across entire portfolio.
- Increased research output and integrity through a data-driven framework.
- Implemented rolling basis rapid prototyping reducing development time by 45%, costs by 30%, and increasing product stability 70% across our portfolio.

Onboarded over 1,100 B2B clients in 24 countries


- Captured over 10% of the United States pet retailer market.
- Delivered on a strategy that onboard 900+ retailers and 230+ brands.
- Expanded marketplace to over 10,000 ready to order products for retailers.

Increased sales over 100% two years consecutively

- Accelerated growth in sales by over 100% from 2018-2019 and 2019-2020.
- Created a suite of products that increased transactions over 240% including a new service in February 2020 for over 230 vendors that sold out in three days.


Coordinated partnership with largest competitor

- Established discussions with leadership (SVPs and CEO) to negotiate a partnership that grants access to a nationwide fulfillment network.

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EDUCATION

B.F.A. Service Design

Savannah College of Art and Design
Savannah, GA

November 2013

AWARDS

US Patent

Secure data distribution protocol using blockchains

US20190044714A1

TOOLS

Adobe Creative Suite

XD

InDesign

Illustrator

Admin / Platform

SQL

Adobe Acrobat

Microsoft Suite

Trello

Jira

Google Analytics

ERIC NAJJAR | Product Manager + Strategist

Writer and Editor

ShopKetti Blog and Newsletter | Nov 2016 - Aug 2019

- Grew the company's weekly business blog receiving up to 4.5k views per article.
- Lifted weekly readership which resulted in higher daily transactions up to 35%.

UX Consultant + Advisor

Atriume.com (Voesh) | June 2019 - Sept 2019

Designed a fully integrated B2B platform for an existing business in the US cosmetics industry.

- Created hi-res mockups and development checklist for wholesale, logistics, product, and payment architecture.
- Developed an 18 month strategy currently being executed on a minimal budget.
- Educated leadership on key operations.

Consultant + Advisor

Simply Fido | Jan 2018 - June 2019

Developed and executed a full scale brand and product relaunch.


- Focused on branding, marketing, and revenue mapping while leveraging an existing supply-chain and logistics network.
- Spearheaded restructuring of the supply-chain, sales, and product lineup which reduced SKUs by 75% and improved per-unit margins by 74.2%.
- Built consumer sales division and brought it to profitability within one quarter.


VOLUNTEER EXPERIENCE

Cat Room Manager


Anjellicle Cats Rescue | Jan 2015 - Present

Volunteer at one of the largest animal shelters in NYC in a high risk midtown location once a week and facilitated the adoption of over 200 animals.

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 New York, NY

TOOLS

Skills

Product Development
Product Roadmapping
Contextual Research
Strategic Planning
Scrum / Agile
UX Design
Prototyping
Team Building
Co-Creation

Strengths

Entrepreneurial
Strategic Thinking
Problem Forecasting
Journey Mapping
Systems Mapping
Communication
Fabrication
Ideation