

# Ian Lundy

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## PRODUCT MANAGER

Data-driven with a focus on creating accessible consumer-facing digital products and solutions that save costs, increase user adoption, improve efficiency, and maximize customer satisfaction.

## EXPERIENCE

### Wiley – New York

#### Product Manager

April 2021 – October 2023

- Reduced the number of Customer Service agents from 99 to 33 and deflected 25% of traffic by implementing chatbot.
- Leveraged APIs to allow customers to purchase eBooks and view them on a proprietary platform rather than a third-party tool, which saved ~\$3.8M in access fees.
- Reengineered process for requesting free copies of eBooks to view on inhouse eReader, instead of 3<sup>rd</sup> party vendor, saving ~\$1M in access fees.
- Increased adoption of digital process to request free copies of eBooks by 27% through employing human-centered design principles to build intuitive experience.
- Owned execution of end-to-end product lifecycle, from conception to launch, including product strategy, defining measures of success (KPIs/OKRs), go-to-market strategy, and iteration.

### Elsevier – New York

#### Product Manager

December 2017 – June 2020

- Prevented potential loss of \$700K in revenue by implementing security process to block free access to the product.
- Won award as the first to complete GDPR product remediation, preventing fines of up to 4% of global revenue.
- Implemented single sign-on solution and UI improvements, creating a product suite that led to cross-product discovery that increased unique visitors by 23%.
- Made data-driven decisions about feature development and sunseting using qualitative and quantitative data.
- Owned roadmap, integrated user feedback, managed trade-offs, performed risk management, and leveraged these inputs to inform long-term vision and strategy.

### Symphony Talent – New York

#### Product Manager

September 2016 – November 2017

- Lead cross-functional effort to develop SaaS application for talent acquisition that automated programmatic advertising on job boards like Indeed and ZipRecruiter.
- Optimized campaign creation flow for Account Managers and facilitated client self-service, reducing time to go live from 7 days to 2.

### Penton Media – New York

#### Product Manager

June 2014 – December 2015

- Reduced help desk request resolution time by 25% by implementing automated customer service request tool.
- Delivered company-wide training with over 1300 attendees on how to use new help desk request tool.
- Authored training materials for Customer Service and business users on process for using new help desk request tool.
- Created roadmap and go-to-market/release/post launch maintenance plans for the myITforum site rebuild.
- Migrated ad server away internal ecosystem to DART, reducing development time and effort by utilizing a single codebase.

**SKILLS:** A/B Testing, Agile, Confluence, Documenting Requirements, End-to-End Testing, Figma, JIRA, Lucidchart, Notion, Oral/Written Communication, Snagit!, UX Design with Balsamiq/Figma.

## EDUCATION

**Master of Arts, English,** City College of New York, New York, NY

**Bachelor of Arts, Psychology & English,** Georgetown University, Washington, DC

## CERTIFICATIONS/AWARDS

PM: Building a Product Strategy; Technology for Product Managers; First team to complete GDPR Remediation [Elsevier]

## VOLUNTEER WORK

Contributor/Writer at alturi.org; Community Organizer; Softball Team Organizer