

STEVEN PLOTNIK

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PROFESSIONAL EXPERIENCE

Fitch Solutions

Product Manager

Associate Product Manager

New York, NY

January 2021 – Present

May 2019 – January 2021

A SaaS platform provider that distributes financial services data to inform decision making of top financial institutions

- Lead Product Owner for development of client onboarding, subscription enforcement, and analytics capabilities.
- Headed initiative that increased revenues by \$175k through the improvement of platform's login experience.
- Drove product analysis of third-party vendor, resulting in \$500k of yearly savings upon contract renewal.
- Served as product subject matter expert on client calls that resulted in increased onboarding and retention of users.
- Curated a data strategy for marketing that resulted in 5000+ new leads during the peak of the coronavirus pandemic.
- Led team of PMs in analysis of customer feedback the shaped the 2020 roadmap of all product lines.

Gimbal

Product and Business Intelligence Analyst

New York, NY

March 2018 – May 2019

Qualcomm-backed ad tech company that uses software and beacon hardware for precise audience targeting

- Worked with CFO to model the financial health of the business for key strategic decisions, resulting in a \$3 million acquisition of a new company.
- In charge of maintaining, developing, and presenting the company's financial models to executives and investors.
- Headed analysis of location platform by providing insights on the usage of Gimbal's 60+ clients and 50 million MAUs.
- Created 20+ campaign attribution reports using SQL and Tableau that guided customers' advertising decisions and understanding of consumers.
- Used Python, Tableau, and Salesforce to increase tracking efficiency of the business' KPIs and influenced business development decisions.

Signals Analytics

Business Analyst (Product Strategy)

New York, NY

August 2017 – February 2018

Sequoia Capital-backed startup that uses data analytics to enhance product development for Fortune 500 companies

- Orchestrated over 40+ user tests and reports to promote development of SaaS platform.
- Headed product research for the last quarter of 2017 to support the founder's product positioning strategy.
- Served as a subject matter expert on customer behavior in a cross-functional team composed of department heads.
- Built five internal Python and JavaScript tools that expedited the company's data taxonomizing process and empowered the commercial team.

Sales Engineering Intern

June 2016 – August 2017

- Developed Tableau tool that reduced by 50% the time needed to create sales materials.
- Conducted research and reported on trends that supported the successful acquisition of clients such as Johnson and Johnson and General Motors.

My Dealer Online.com

Market Research Intern

Philadelphia, PA

June 2015 – October 2015

- Analyzed consumers' E-commerce behavior to expand addressable customer universe.
- Conducted research and developed trends analyses for car markets across geographies.

Alteso, LLC

Corporate Strategy Intern

Philadelphia, PA

June 2015 – August 2015

- Worked on analysis to show proof of concept for sub-segment of aftermarket auto industry.
- Evaluated research to assemble presentation materials for a venture that raised \$1.5 million.

EDUCATION

Fox School of Business, Temple University

Bachelor of Business Administration in Economics, summa cum laude

Philadelphia, PA

May 2017

Cumulative GPA: 3.99 (Scale of 0 – 4.0) | Business Honors Program and University Honors Program, Dean's List 2013 – 2017 | GPA Award – Highest in the major | Sun Award for Excellence in Economic Writing

ADDITIONAL

SKILLS: Fluent in Hebrew, speaking proficiency in Russian | Competence in SQL, Python, HTML, CSS, JavaScript and Tableau | Comprehensive project planning and agile delivery ability using Jira, Trello, and Airtable

PERSONAL: Avid fan of the English Premier League, specifically Liverpool FC | Athletic hobbies include soccer & running