

JB Colletta

SAAS PRODUCT INNOVATOR & GTM LEADER

Consulting & Results-Based Engagements



JB Colletta has decades as a senior product leader in the logistics, automotive, asset management, telematics, and telecom industries. He brings a quantitative, systems-oriented approach to developing and measuring the effectiveness of products.

He specializes in the design and commercialization of new products, especially software platforms. Most recently he was the Chief Product Officer (CPO) at a fast-growing logistics company using AI / machine learning models for route planning and driver dispatching with clients and partners including Penske, Uber, and Reynolds & Reynolds. He matured the product organization as part of an acquisition, supporting 60% YOY revenue increase and 160% driver productivity increase.

JB can be engaged for consulting projects or long-term and interim results-based engagements. Relevant organizations are in early-stage growth, scaling from founders to middle-market executive teams, or implementing an innovation program within a mature enterprise.

CONTACT

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MEDIA

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<https://vimeo.com/655032204>
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EXPERTISE / RESULTS

- Used Outcome Driven Innovation (ODI) and Jobs-To-Be-Done (JTBD) methodologies to validate solution concepts and co-developed joint venture with a strategic partner, eventually spinning off an operating business exceeding \$10M annually.
- Led 30-person team in 13-week project to develop a new product/app and launch at a major international event.
- Developed a Customer Success process that doubled client's billable SaaS revenue and led to lucrative acquisition offer.
- Leveraged customer analytics to develop new product set and innovative pricing strategies that increased customer count and revenue by double-digits every month for 18 months.
- Awarded Grand Winner of 20th Annual Product Marketing Awards for Excellence (MAX Awards) for new products in Georgia, receiving the highest honor among 35 MAX Award entries from companies including UPS and The Home Depot.

EDUCATION

Bachelor of Mechanical Engineering, Georgia Institute of Technology, Atlanta, GA
Master's-Level Business Professional Program, The Aji Network, Los Altos, CA
Executive Doctorate in Business (in progress), Georgia State University, Atlanta, GA