

# JB COLLETTA

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## PROFESSIONAL EXPERIENCE

**Thrive Management**, Atlanta, GA

**2020 – Present**

*High-growth consulting firm reversing market share & profitability leakage for Middle Market clients*

### SAAS PRODUCT INNOVATOR & GTM LEADER

- Address gaps in Product & Market profiles to de-risk the business and increase valuation.
- Develop expert teams that help founders make the shift from product/market fit phase to scale.
- Reposition products, messaging, and teams to stave off price reductions and customer churn.
- Leverage customer analytics to develop new products and innovative pricing strategies that help the company gain market share and accelerate revenue/margin.

### HEAD OF PRODUCT GROWTH

- Hired by C-level teams to bring discipline to product management and customer engagement for rapid growth and acquisition.
- Developed a Customer Success process with phased onboarding and leading/lagging performance metrics that doubled client's billable revenue opportunity.
- Positioned products and teams to help company generate new sales and receive acquisition offers.

**Draiver**, Overland Park, KS

**2022 – 2023**

*Newly created roles within fast-growing early-stage automotive logistics software & services company*

### CHIEF PRODUCT OFFICER

- Promoted to lead entire product development lifecycle from ideation to launch and maintain, including a specialized team commercializing AI/ML models into the core product.
- Established key performance indicators (KPIs) for product organization to drive 75% YOY increase in revenue and 66% increase in units delivered.
- Harnessed a team of seven product team members, responsible for over 30 developers, to build a new product/app and launch at an international event in under 13 weeks.
- Matured the product organization, resulting in integration of core product functions into acquiring company.

### VICE PRESIDENT OF PRODUCT

- Hired to bring new products to market, mature the Software Development Life Cycle capability, and build a team supporting revenue growth.
- Focused heavily on innovating the core workflow powered by AI/ML models.
- Supported 60% YOY increase in revenue and 160% increase in driver production.

**Cox Automotive**, Atlanta, GA

**2015 – 2020**

*Multiple growth-focused groups advancing emerging capabilities in automotive ecosystem*

### SENIOR DIRECTOR, NEW PRODUCT INNOVATION

- Asked to pioneer a team helping enterprise product leaders investigate emerging technologies to anticipate market trends and accelerate growth by 3%-7% per year.
- Developed the RAPPID Innovation Methodology estimated to reduce rework in delivery and accelerate speed to revenue by 50%.
- Leveraged customer interactions in seven initiatives to validate solutions including AI algorithms, machine learning/computer vision, natural language processing, blockchain, and EV batteries.

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## PROFESSIONAL EXPERIENCE (continued)

### SENIOR DIRECTOR, PRODUCT MANAGEMENT

- Promoted to turn around a product team supporting a critical, high-growth business unit.
- Coordinated internal and external stakeholders, navigated newly formed Growth & Investment Review Council, and successfully executed a large, cross-functional initiative that had failed to launch by three prior teams.

### SENIOR DIRECTOR, ENTERPRISE PRODUCT STRATEGY

- Promoted to champion the product strategy for vehicle data collected across the enterprise.
- Co-developed joint venture with strategic partner that eventually spun off an operating business exceeding \$10M annually.

**Aetna**, Atlanta, GA

**2013 – 2015**

*New cross-functional capability to drive growth, satisfy customers, and capture additional revenue*

### DIRECTOR, PRODUCT LAUNCH

- Hired to develop intentional processes to mitigate product and customer service issues.
- Implemented launch process and customer scorecard to reduce R&D time and achieve maximum market impact.

**Gryphex**, Alpharetta, GA

**2011 – 2013**

*Startup targeting whitespace in IoT / telematics (GPS offender tracking) market*

### ACTING PRESIDENT / GENERAL MANAGER

- Promoted to lead company transformation and execute a profitable acquisition.
- Rebranded the company to penetrate whitespace with existing assets, generating new sales and helping the company gain market share.
- Developed an expert team that streamlined manufacturing processes and stabilized operations with 1% replacement rate in field and <1% out of box failure rate.

### VICE PRESIDENT, PRODUCT MANAGEMENT

- Hired to bring current product to market quickly and position for growth.
- 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** (BME), Georgia Institute of Technology, Atlanta, GA

**Business Professional Course** (Master's-Level, Non-Accredited), The Aji Network, Los Altos, CA

**Executive Doctorate in Business** (Partially Complete), Georgia State University, Atlanta, GA

**Pragmatic Institute Certified:** Foundations | Focus | PMC Level II