Ryan Schaefer

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Summary

I am a Senior Product Manager with over ten years of experience leading cross-functional teams to deliver scalable, customer-facing platforms. I specialize in turning complex data into clear, actionable insights that drive measurable engagement, business outcomes, and ROI. My background in front-end development unlocks deep collaboration with engineering, design, and data science teams, ensuring seamless execution from strategy through delivery. I am passionate about empowering users through intuitive, impactful experiences that solve real-world problems.

Skills

Product Strategy + Vision | Cross-Functional Leadership | User Journey Optimization | KPI Definition + Reporting | User Research + Insights | A/B Testing + Experimentation | Agile Product Development | Stakeholder Management | Front-end Development Collaboration

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Experience

IBM (The Weather Channel), *Senior Product Manager — September 2021 - January 2025*
- Led strategy and execution for seven customer-facing web and mobile products, driving 20%+ increases in key engagement metrics including retention and clickthrough rate
- Owned roadmap, KPIs, experimentation initiatives, and quarterly revenue targets, collaborating with cross-functional teams to deliver data-driven product improvements
- Partnered with engineering and analytics teams to optimize product performance, reducing mobile app launch time by 35% and improving user experience at scale

Viget, *Senior Product Manager — May 2018 - August 2021*
- Led the definition, execution, and launch of digital platforms from 0-to-1, resulting in significant revenue gains for clients across media, healthcare, and professional sports
- Orchestrated cross-functional collaboration across product, design, engineering, and data teams to deliver products aligned with both customer needs and business outcomes

kglobal, *Senior Creative Technologist — September 2014 - April 2018*
- Executed cross-functional digital strategies for brands like Amazon and Disney, building high-performing web experiences that scaled to over 100,000 MAUs

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Public Speaking + Thought Leadership

- Product World - Pro Session Speaker
- DPM Summit - Featured Speaker
- Product Tank - Featured Speaker
- Mind the Product - Speaker
- General Assembly - Panelist
- WPP-hosted AMPM - Panelist
- The Digital PM - Podcast Guest and Contributing Writer

Education

- Northern Arizona University: BSBA, Marketing / Minor: Economics
- General Assembly: *Front-end Web Development* bootcamp