



JAIME DELANGHE

Product Lead, Etsy.com

I've spent the last six years at Etsy, building marketplace, search, and leadership experience; making great products; and having a great time. Now, I'm looking for new opportunities to build effective product management organizations that deliver business value, delight customers, and leverage great technology and design.

WORK EXPERIENCE

ETSY

Product Lead, Etsy.com | Jun, 2016 – Current

Led a team of product managers responsible for the Etsy marketplace across platforms. Developed strategic roadmaps to meet business goals and strategic objectives. Hired, managed, and enabled a team of product managers to develop and steward the shopping experience on Etsy.

- Drove strategy and roadmap for buyer-facing product development.
- Defined and delivered against KPIs across multiple initiatives, including Growth, Search, Retention, & Buyer Confidence.
- Built and managed a team five of high-performing product managers.
- Encouraged informed risk-taking, a culture of accountability, and urgency toward objectives.
- Worked with partners in Product Marketing, Engineering, Design, Analytics, and Research to develop staffing plans that empower product success while building and retaining talent.

ETSY

Senior Product Manager | Jun, 2015 – Jun, 2016

Acted as Senior Product Manager leading Search and Discovery & Ads. Managed multiple projects and product managers toward improvement of the search and discovery experiences across platforms.

- Increased conversion from search by XX% through improvements in relevance, ranking and results presentation.
- Delivered and drove adoption of new taxonomy for the Etsy marketplace.
- Completed redesign of Search experience across apps, mobile web & desktop.
- Increased conversion from search for markets outside of the US by XX% through localized ranking improvements.
- Improved Etsy discovery experience through new navigation & exploratory search features across platforms.
- Lead teams working on Promoted Listings and offsite Ads, leading to an XX% increase in Ads revenue and XX% increase in seller adoption of an Ad product.

ETSY

Product Manager | Mar, 2012 – Jun, 2015

Product Manager working on Search, shopping pages, and other key initiatives. Identify product weaknesses, develop short and long term plans to address product concerns. Lead an independent team of Product Designers, Product Marketing Manager, Engineers, and other support staff toward the completion of an integrated product.

- Delivered new mobile web listing & shop pages, resulting in XX% increase in mobile web conversion.
- Delivered new custom order shopping experience, capturing XX GMS in weekly.
- Launched new policies and review system, allowing for outside manufacturers in the Etsy marketplace.
- Launched new help center, enabling segmentation by buyer, seller, and user region.
- Launched dispute resolution system, effectively mitigating risk in support of Etsy's payment system launch.

GENERAL ASSEMBLY

Expert in Residence | Oct, 2014 – Jan, 2015

Acted as Teaching Assistant for General Assembly's Product Management course. Lead in-class exercises and acted as an advisor on student projects.

ETSY

Trust and Safety Representative | Sep, 2010 – Mar, 2012

Enforced policy. Educated members on dispute resolution tools. Identified and penalized fraudulent members. Enforced intellectual property policy in accordance with the DMCA. Assisted in development of internal tools, procedures, and training systems.

EDUCATION

WESLEYAN UNIVERSITY

BA with Honors - English | Sep, 2004 – May, 2008

SKILLS

Management	Marketplaces	Search	Data-Driven Development
A/B testing	Ecommerce	UX Design	Machine Learning
Lifecycle Management	Risk Operations	Technical Leadership	
Spreadsheets	Taxonomy Development	Confluence	

Project Management

SQL

Policy Collaboration

HTML/CSS

JIRA

CONTACT INFORMATION

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STANDARD
RESUME