

# JAY DEAN

EXPERIENCED LEADERSHIP - RETAIL MEDIA AND DATA PRODUCTS

## CONTACT

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[www.innomark.com](http://www.innomark.com)

## EDUCATION

Bachelor of Science in  
Engineering

PRINCETON UNIVERSITY  
1979

## RECENT CERTIFICATES

UDACITY

AI Product Management  
(Nanodegree)

Encoder-Decoder Architecture

IBM SKILLSBUILD

Design Thinking Practitioner

Artificial Intelligence  
Fundamentals

LINKEDIN LEARNING

Generative AI for Product  
Managers

Prompt Engineering for  
Generative AI

Cross-functional Leadership

Data Science Foundations

Data Fundamentals.

## PROFILE

**Hands of a Gardener, Eyes of an Explorer, Heart of a Teacher, Mind of an Engineer**

**A Gardener:** Someone described my impact as a "gardener", planting and nurturing dynamic and growing products and teams. That captures my role and the result.

**An Explorer:** An innovative trailblazer, I love to guide a team through uncharted spaces and technical frontiers, with the analytical skills to fill in the map and a lifelong passion for learning.

**A Teacher:** Working in product, operations, engineering, or consulting, I act as the connector — communicating complex ideas across diverse functions.

**An Engineer:** With a mind to solve difficult challenges and architect actionable solutions, I've carried multiple products from whiteboard to revenue.

**Let's make something great!**

Is your team moving into uncharted spaces? Are your big opportunities on the other side of a blank roadmap? I've got the eyes, mind, heart and hands to chart a path to success with

## PROFESSIONAL EXPERIENCE

### SENIOR MANAGER — PRODUCT

*Walmart Connect* | 2022 - 2024

Sr. PM in Targeting & Insight Group, for rapidly growing retail media division.

- Shaped retail data into effective advertising targeting
- Partnered with data platform and customer identity teams through multiple re-engineering initiatives.
- Reduced operating costs over 70% by trimming and optimizing processing.
- Initiated new M/L modeling to create new Persona audiences.
- Discovered a complex issue impacting data accuracy, and led a cross-functional team to solve it.
- Key participant in regulatory compliance and privacy initiatives

### PRINCIPAL CONSULTANT

*Innomark Consulting* | 2020 - 2022

- Consulted with data companies serving retail, restaurant, and other industries.
- Analyzed high-volume data feeds to identify new opportunities and improve processing.
- Reengineered data systems to scale in support of rapidly expanding product.
- Oversaw new cloud-based data resources and automated reporting to track and manage new products.
- Designed automated high-volume email marketing systems, and increased email deliverability.

### SENIOR ARCHITECT

*Claritas* | 2019 - 2020

- Integrated AcquireWeb products and data lake post-merger.
- Eliminated production delays in new data science product, focusing on milestones, specifying user-targeted elements, and expanding testing strategy. Ensured product was delivered to customers and services teams on schedule.
- Researched and tested new technology options in GIS / geolocation processing, graph databases, data security, rapid web client development and other new technology directions.
- Using AWS EC2, Databricks, MLflow and Pandas. Oversaw legacy systems on Azure and on-prem Oracle.

## EXPERTISE

Retail Advertising Tech

Product Management

Strategic Planning

Business & Data Analysis

AI for Business

Data Architectures

Cross-functional Leadership

Technical Leadership

Team Leadership

## INTERESTS

### FITNESS & ENDURANCE

Open Water Rowing

Bicycling

Pickleball

### LEADERSHIP & TEAM BUILDING

Sail Race Management

Community Emergency Response  
Team (CERT)

### FELLOWSHIP & LEARNING

Choral Singing

## PROFESSIONAL EXPERIENCE (CONTINUED)

### CHIEF ARCHITECT / GENERAL MANAGER

*Acquireweb | 2008 - 2019*

- Led operations for growing marketing data and services company.
- Created job tracking systems and data resources. Led development of dozens of software and data products with development partners.
- Accelerated development of web application and cloud-based data system, completing initial testing across 15 locations in one month with subsequent expansion across 1,000 customer locations.
- Product owner / manager for new data lake based in Databricks / AWS.
- Expanded core products, architected product designs, authored internal and external documentation, developed prototypes, and managed on-going customer services.
- Rapidly delivered three new products with development partners.

## OTHER EXPERIENCE

- **VICE PRESIDENT, PRODUCT MANAGEMENT** LEX SOFTWARE., 2003-2007. Designed and built custom data-analysis applications for enterprise customers across pharmaceutical, medical, public, and other sectors. Consulted to commercial software companies on product design practices. Pioneered new web application disrupting markets to offer low or no-cost medicine to those in need. Designed and documented API used by thousands of pharmacists nationwide. Consulted with popular clothing brand on re-engineering data and improved inventory tracking.
- **SENIOR LEAD SOFTWARE ARCHITECT** Hyperion solutions, 1999-2003. Oversaw end-to-end application development for new eCRM division.
- **VICE PRESIDENT, SOFTWARE DEVELOPMENT** Lex Software 1993-1999
- **VICE PRESIDENT, MARKETING** Glendinning Associates, 1990-1993
- **PRODUCT DIRECTOR** Dole Foods, 1985-1990

## COMMENTS FROM COLLEAGUES

"Jay... has the skills, passion and talent to help navigate and solve the most challenging of tasks and problems!"

*Head of Legal and Compliance*

"...an accomplished solution architect and well versed in many technical disciplines....able to communicate complex technical concepts to a non-technical audience."

*Director Data Services*

"Jay always has great ideas and an unflappable approach that is a pleasure to work around"

*Chief Technology Officer*

"Jay is one of the smartest people I've had the pleasure to work with. — fearless and fun to work with."

*Company Founder*

Jay's thoughtful approach to breaking down and opportunity and working through to a solution was an invaluable asset and we all went to Jay when we needed to solve a difficult problem.

*Chief Revenue Officer and SVP Digital Solutions*