

Jamie Costello

Product Leader | Driving Growth with AI & Data

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Over a decade of experience in B2C SAAS, with a proven track record of success in building and scaling products & 0-1 launches.

6 years of experience managing and mentoring high-performing teams.

3 years reporting directly to CEO/Co-Founder of Ratehub, heading the product team of a \$20-30M revenue company with 1 million monthly visitors.

Experience

Ratehub - Oct 21-Present - Director Of Product

Head of product, responsible for setting the product vision of Canada's largest financial comparison platform and helping set the overall company strategy as part of the executive leadership team. Recently leading breakout teams integrating generative AI projects for internal and external tools.

Leadership & Mentorship

- Managed a product team of 5 PMs and one head of design (With two designers under her).
- Established an Associate Product Management program, providing the onboarding strategy and one on one coaching to allow them to succeed - mentoring all three APMs into full time PM roles with one moving to a Senior PM position.

AI & LLM Integration:

- Built internal tools to automate data extraction from partner marketing material to populate our backend, saving 5-10 man hours a week of administration from our sales team and solving a pain point that has been their largest for years.
- Set company roadmap for AI initiatives, focusing on internal efficiency and cost reduction by targeting documentation, translation, scrapers, research, administration & SEO.

Revenue growth:

- Launched our first API-driven "hosted application" for various small credit card partners, nearly tripling their revenue by hosting their credit card applications on our site. The results demonstrated have allowed us to begin onboarding major banks for similar initiatives with ultimate targeted revenue growth of over 1m a year.
- Implemented a strategy of lean launches and scaling up when we prove we can generate users to launch several new verticals (Stock trading, robo advisors, crypto, motorcycle insurance, condo insurance & others), generating 250k+ revenue without scaling up any teams.

Data-Driven Innovation:

- Led a swift SEO strategy pivot in collaboration with content and marketing teams. Enhanced landing pages by focusing on metrics like bounce rate and time on site, reclaiming the #1 SEO position and recovering lost organic traffic.
- Championed a data-obsessed, outcomes based approach to product development, utilizing customer feedback, research, A/B testing & willingness to pivot alongside analytics tools (Heap, GA, Looker) to ensure alignment with user needs and business goals.

Ratehub - Aug 18-Oct 21 - Senior Product Manager

Joined as PM and moved to a Senior PM position in 2020. Managed various scrum teams (Engineering, QA, design, analytics), responsible for defining the outcomes and metrics that would help us drive revenue & the roadmaps to get us there, primarily focusing on our credit cards business.

Growth Focused Product Strategy:

- Launched a brand new eligibility checker product for credit cards, achieving a 3x lift in conversion (Increasing revenue per click by ~\$8) by focusing on approval predictors. Based on MVP feedback, pivoted the project's initial focus of personalization to enhancing user approval confidence, substantially increasing engagement and revenue impact.
- After Ratehub's acquisition of Moneysense, integrated their platform to drive their users into our optimized conversion journeys, which doubled credit card audience & revenue.
- Utilized quantitative (GA, Heap) and qualitative insights (user testing) to identify and address key user pain points, growing our credit card business and over 3x'ing revenue in 3 years.

Website Rebuild & Rebrand:

- Led the complete rebuild and rebrand of ratehub.ca using a new React-based infrastructure, improving key SEO and conversion metrics.
- Implemented a new custom CMS for content editors, enhancing content management efficiency and website performance.

Tucows - Oct 13-Aug 18 - Account Security & Loss Prevention Manager

- Managed a team of 5 to develop and implement comprehensive anti-fraud strategies for the world's second largest domain registrar.
- Reduced chargebacks on Ting brand by 75% through the introduction of advanced fraud detection systems, protecting revenue without impacting user experience or acquisition.
- Rapidly integrated and automated security processes for newly acquired ENOM (The third largest domain registrar) reducing chargebacks by over 95% within 6 months.

Education & Professional Development

Bachelor Of Arts, University College Dublin - Joint major (Geography & Philosophy) 2009

General Assembly - Product Management 2018

Toronto Product Management Association - One on one coaching as part of their mentorship program Ongoing

Youth Employment Services: Helping teach a financial literacy course as well as provide some one on one career guidance 2020-2023

Skills & Toolkits

- **AI & ML:** Claude, GPT-4, Gemini, Mixtral, LangChain, Mid-Journey, Dalle, Elevenlabs, Ollama.
- **Agile:** Scrum, Kanban, Jira, Trello, Asana.
- **Data Analysis:** Heap, Looker, Google Analytics.
- **User-Centric Design:** Hotjar, VWO, Usertesting.com.

References

- Outstanding references available upon request