

Jared McMullen

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Summary

Data driven Product Manager with 4+ years of experience building and scaling B2B SaaS products, enterprise analytics tools, and AI enabled product experiences. Currently own Nexus Analytics, a customer facing BI product that gives automakers insights from licensed Nexus products. Strong background working across engineering, UX, sales, marketing, program management and executive stakeholders to turn customer needs into product requirements, roadmaps, and shipped features.

Technical Skills

Product & Methodology: Product Strategy, PRDs, Roadmaps, Agile, Scrum, Jira, GTM Strategy, A/B Testing

AI & Data Products: MCP Protocol, LLM Prompting & Integration, Gemini, Claude, BigQuery

Data & Analytics: SQL, Python, PySpark, R, REST APIs, Data Pipelines, Looker, Tableau, QuickSight, Grafana

Work Experience

Product Manager II | Gracenote

San Francisco, CA | Nov 2024 – Present

Own Nexus Analytics, Nexus Ads, and AI enabled data products for automotive products integrated across 300M+ cars, spanning the product strategy, enterprise BI, LLM integrations, roadmap planning, and execution

- Own Nexus Analytics, a customer facing enterprise BI product that provides automakers, including one of the largest OEMs in North America, with insights from licensed Nexus AAOS app, while translating customer needs into product requirements, executive reporting workflows, and scalable analytics capabilities
- Leading OEM pitch strategy and requirements for a 0 to 1 in car ad measurement platform combining iHeartMedia, Nielsen Audience Measurement, and Gracenote tech to help automakers unlock higher CPMs ad revenue, with \$100M+ upside for large OEMs
- Defining the roadmap and requirements for an AI driven chat interface within Nexus Analytics, enabling customer product and marketing teams to ask natural language questions and receive more targeted, personalized insights from AAOS app usage data
- Defined product requirements for the Nexus MCP Server, a first of its kind integration that grounds in car voice LLMs with real time automotive data and enables more accurate, context aware responses to drivers
- Developed 3 year product roadmaps grounded in customer feedback, stakeholder input, usage data, and market research, then presented recommendations and gained approval from executive leadership
- Orchestrated 5 plus cross functional teams across UX, engineering, marketing, sales, and integration partners to synchronize biweekly release cycles and maintain alignment with OEM requirements

Product Manager I | Gracenote

San Francisco, CA | July 2022 – Nov 2024

Led end to end product analytics for Gracenote's automotive division, using product usage data to guide UX, sales, GTM, and product strategy

- Built and maintained analytics pipelines using QuickSight and SQL to monitor engagement, geographic coverage, product adoption, and customer facing KPIs, reducing reporting costs by \$200k per year
- Optimized in-car UI/UX for millions of drivers by leading A/B testing and usability studies on Figma prototypes, resulting in a ~20% increase in engagement of our Android app
- Partnered with product, engineering, sales, and customer facing teams to turn product usage data into roadmap recommendations, executive readouts, and customer specific insights

Data Science Consultant | AT&T

Remote | Dec 2021 – Mar 2022

Derived insights on customer likelihood to churn and recommendations for how to best communicate advertisements to customers

- Utilized PySpark and SQL to clean, wrangle, and analyze hundreds of GB of customer data in Palantir Foundry
- Developed models, examined trends, and extracted key insights to map the typical customer journey
- Segmented over 250 million customers into 7 distinct segments using K-modes, resulting in the ability to derive more personalized retention strategies, potentially reducing churn for "at-risk" customers
- Derived a customer-centric segmentation strategy and synthesized final results and business recommendations into a concise report for Executive Leadership team

Education

M.S. Business Analytics - California Polytechnic State University, San Luis Obispo

B.S. Industrial Engineering - California Polytechnic State University, San Luis Obispo