

JAKE COFFMAN

Product Leader | AI Revenue Growth & SaaS Scale Specialist

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EXECUTIVE SUMMARY AI-Native Product Leader who builds SaaS revenue engines capable of driving public market mergers and private equity acquisitions. History of directing multi-tiered organizations (100+ personnel), recently personally delivered 0→1 Gen AI platforms that generated millions in first-year ARR. Expert in scaling high complexity B2B platforms across the full corporate lifecycle. Elite employee talent developer. Decent cook.

CAREER HIGHLIGHTS

- **AI Innovation & Revenue Growth:** Spearheaded the strategy and launch of TechTarget's first AI product, IntentMail AI; achieved a 95% improvement in user retention and generated \$14M in first-year ARR, serving as the key showcase of AI product capabilities for the exit and acquisition by Informa Tech
- **Multi-Tiered Organizational Leadership:** Directed a 16-person cross-functional product organization at ConnectWise, including 3 Lead PMs and functional heads (PMM, Ops, Research), while steering the roadmap and delivery for an 80+ person global engineering pod leading to and through a \$1.5B+ Thoma Bravo PE acquisition.
- **Strategic M&A & Platform Integration:** Orchestrated the product-side integration of *BrightGauge* and *ITBoost* into a legacy portfolio of 5 previously acquired companies; consolidated 7 disparate roadmaps into a unified \$150M ARR platform
- **Enterprise AI Governance:** Established the "Public Company" standard for AI safety by co-founding the Gen AI Governance Council and AI Trust Center at TechTarget (NASDAQ: TTGT), creating the compliance and risk management framework for enterprise-scale AI deployment.

PROFESSIONAL EXPERIENCE

EXACTERA | Senior Product Manager, Emerging Products

Series B FinTech SaaS | AI tax and compliance automation

Jan 2025–Nov 2025

Departed in company-wide layoff

- **Architected the 0→1 strategy:** Led the execution of foundational AI FinTech platform. Successfully delivered the *Intelligent Tax Platform* and *ExactReport* under budget and on schedule, serving as the critical product milestone that secured a strategic capital infusion from Insight Partners.
- **Operationalized GenAI quality + cost controls:** Implemented prompt/version management and evaluation workflows in *Langfuse*, monitoring usage/cost to keep LLM features reliable and performant
- **Elevated product maturity:** Built lean experimentation methods using A/B testing via *LaunchDarkly*, user feedback, and usage data via *Datadog* to improve decision confidence.
- **Spearheaded Global Localization:** Scaled platform capabilities to support hundreds of countries, ensuring regulatory tax compliance and UI/UX parity for international customers serving diverse global markets
- **Led cross-functional execution:** Coordinated roadmap across ~48 person distributed product/engineering org across 6 countries, delivering 12 major releases in 11 months; role eliminated in Nov 2025 restructuring that reduced product team 8→2 and engineering 40→12 due to funding constraints

TECHTARGET (NASDAQ: TTGT) | Senior Product Manager, Data Analytics

B2B Sales/MarTech serving 7,500+ enterprise customers | Merged with Informa Tech Dec 2024

Aug 2022–June 2024

- **Pioneered AI product strategy:** Launched *IntentMail AI* with 95% MAU retention improvement (39%→76%), ~59% customer adoption, \$14M first-year ARR increase
- **Shipped enterprise product line:** Delivered *Account Intent Feed* with direct CRM integration (*Salesforce/HubSpot/Workato*) to ~75 enterprise customers, generating \$4M revenue in next quarter following launch
- **Built product health infrastructure:** Established retention, engagement, and segmentation metrics from zero, implementing and owning *Pendo*, which became foundation for outcome based strategy across Intent product lines
- **Led AI governance:** Co-created AI Trust Center and founding member of Gen AI Governance Council, establishing compliance framework supporting safe and defensible adoption of AI into products and services

CONNECTWISE | Director of Product (Senior Product Manager)

IT management platform for MSPs | Acquired by Thoma Bravo Feb 2019

May 2018–Sept 2021

- **Organizational Leadership:** Served as Product Head for a \$150M ARR Managed Services Provider(MSP) product portfolio, Managed a multi-tiered 16-person cross-functional team (3 Lead PMs, PMM, Product Ops, Researcher, and 10 BAs). Steered the roadmap and delivery for an 80+ person global engineering organization.
- **Platform Growth:** Scaled user base 86% (70K→130K MSP users) while improving gross dollar retention 91%→94%
- **Product Operations:** Founded Product Ops from ground up; implemented automated Jira integrated workflows that streamlined internal/external communication, reducing annual support overhead by ~\$3M

- **Strategic Governance:** Led a Machine Learning initiative for automated service ticket classification; pivoted and sunset the project after it did not meet accuracy thresholds
- **Portfolio Optimization:** Reduced operational overhead by sunsetting an inherited product (*Bizdox*) with prohibitive maintenance costs, managing the full offboarding of paid customers and redirecting investment into higher ROI initiatives.

CONNECTWISE | Director of Support Services

Jan 2017–May 2018

- **Strategic Product Stakeholder & Scale:** Directed a multi-tiered global organization of 62 personnel (5 Managers, 7 Team Leads) while serving as the primary cross-functional advisor to the Product Org
- **Operational Excellence & Feedback Loops:** Owned the full P&L and processed 40k MSP user tickets monthly with 95%+ CSAT; built an incident management framework that handled 100x normal volumes.
- **Product Thinking via Knowledge Management:** Implemented Knowledge-Centered Support (KCS), reducing agent ramp time by 66% (9 to 3 months) and creating a structured feedback system where support insights directly fueled product documentation and feature improvements.
High-Impact Talent Development: Promoted 25 employees (40% of team) in one year through structured career pathing, building a talent pipeline that eventually supported the organization through a \$1.5B+ PE acquisition.

CONNECTWISE | Support Services Leadership

Aug 2012–Jan 2017

- Progressive promotions: Partner Support Consultant → Manager → Senior Manager → Director. Built tier-1 through tier-3 support infrastructure and operational processes scaling company from startup through unicorn valuation

TECHNICAL & DOMAIN EXPERTISE

AI/ML Product Development

- LLM integration and prompt engineering • LLM evaluation & observability • Responsible AI frameworks • Gen AI governance • Model risk management • Enterprise AI deployment at scale

SaaS & Platform

- Multi-product portfolio strategy • API first design & ecosystem management • Platform governance & service ownership • Cloud infrastructure (AWS/Azure/GCP) • 99.9%+ uptime operations

Go-to-Market

- B2B SaaS GTM strategy • Product-led growth • Enterprise sales alignment • Pricing & Packaging • Customer Lifecycle

Data & Analytics

- Product instrumentation and behavioral analytics • Cohort analysis and A/B testing • Customer segmentation • Data-driven decision frameworks • Experimentation governance

Operations Leadership

- OKR/KPI architecture • Agile methodology • Roadmap management • Executive Alignment • Post-acquisition integration

EDUCATION, TRAINING & CREDENTIALS

University of South Florida — B.A. Sociology, Minor in Business Administration

UC Berkeley Executive Education — Product Management Executive Program

Saint Leo University — Connected Leadership

Silicon Valley Product Group (SVPG) with Christian Idiodi — Inspired/Empowered Workshop

Dale Carnegie Leadership Training for Managers

Certifications: Scrum Alliance (CSM/CSPO/ACSP) | Pragmatic Marketing | Knowledge-Centered Support (KCS) |

Florida BBQ Association Certified Judge