

Jeffrey Persek

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Senior Product Manager with 12+ years in product management and 15+ years working inside complicated consumer and enterprise systems across gaming, aerospace, banking and media. At XBOX, I owned Rewards monetization and how loyalty connected back into the Store. At Boeing, I built and modernized products that helped Sales teams manage customer relationships, aircraft proposals and delivery readiness. At City National Bank, I led teams to modernize the bank's digital platforms. I'm comfortable taking ownership of complex products, setting direction when the path isn't obvious, and making the tradeoffs needed to move them forward. I'm equally comfortable leading the product or the people building it.

PROFESSIONAL EXPERIENCE

Microsoft XBOX – Redmond, WA

Dec 2024 – Sept 2026

Senior Product Manager, Monetization

Description – Own end-to-end product monetization strategy and roadmap for the XBOX Rewards loyalty platform, a multi-million-user earn-and-redeem ecosystem spanning the XBOX Store, console, PC, and web across 20+ markets. Set the 2-year competitive roadmap, run the FY26-27 plan with commerce, and drive monetization decisions with leadership, engineering, design, data science, finance and legal.

- **Data-Driven Program Monetization & Experimentation:** Grew the XBOX Rewards Shop and Earn program to \$100M+ in attached revenue (+53% YoY in the first year), 3B+ points issued, and approximately 3M monthly active earners across 20 markets by using experimentation and data analysis to drive new features and experiments.
- **Experimentation & Monetization:** Shipped real-time Points Preview across XBOX Store Product Detail and Purchase Confirmation surfaces. An 8-week controlled experiment showed a verified +0.62% Store revenue lift while also increasing points redemption.
- **Program Budget Optimization:** Identified and delivered a process for calculating and granting points values vs currency fluctuations to allow XBOX Rewards to accurately grant points to users which can scale to any world currency based on the US dollar as the base currency.
- **Customer Experience Optimization:** Reduced user friction for redemptions of Rewards loyalty points on the XBOX console by updating the platform security to become a trusted device in the Rewards program and therefore removing the need for users to confirm their identity when redeeming. This change led to an increase in redemptions of 45%+ on the XBOX console.
- **Rewards Catalog Modernization:** Developed and deployed a new Boolean based solution for the population of the XBOX Rewards catalog to improve the flow to support catalog change and remove the need for code deployments during these processes, reducing cost and load on the dev team pipeline.
- **Enhanced Store Purchase Flows:** Owned the program allowing customers to apply Rewards points directly toward XBOX Store purchases. Launched the initial U.S. Console Store pilot and developed the roadmap for international expansion.

Boeing – Seattle, WA

Oct 2019 – Dec 2024

Product Manager / Product Owner

Description – Drove technology advancement for Sales Experiences, Aircraft Delivery and Direct Customer Interactions for the Boeing Sales team digital journey. Management for Entry Into Service (EIS) Customer Readiness Tool Sets, CRM Architecture(s) in multiple environments, new feature planning and development.

- **Zero-to-One Sales Product Development:** Took ownership of Boeing's Deal/Offer transformation after leadership identified the existing proposal process as a barrier for Sales. Interviewed Sales Directors, end users and executives to map the existing workflow, define requirements and evaluate platform options with internal teams and vendors including Microsoft and Salesforce. Selected the platform, built the MVP and rolled it out to early-adopter Sales teams.

- **Product Ownership & Development Leadership:** Owned product direction across three development teams supporting Sales and Entry Into Service (EIS), translating user and business needs into roadmap priorities, requirements and development decisions through deployment and lifecycle management. Held decision authority for EIS product functionality and data while working directly with the teams responsible for customer and aircraft readiness across Boeing's commercial fleet.
- **CRM Data Integrity Owner:** Leading optimization of data, integrations, and information delivery efforts to optimize data in the CRM and sales platforms. These efforts thus far have resulted in a 48% reduction in stored data, significantly improving platform performance and functionality while reducing costs incurred to the org in the 3-5 million dollars range per year.
- **Product Tracking and Delivery System Updates:** Implement and maintain new features in CRM which allow teams to track customers' readiness to receive aircraft, raise alerts when issues arise and present real time metrics and report to senior leadership.
- **Internal and External Tool Sets:** Created and iterated upon multiple tool sets to better incorporate user feedback into sales flows and customer support platforms. These tools allow Boeing team members to track and plan aircraft delivery actions from any location around the globe as well as have direct secure communications with external customers.
- **Long Range Business Planning:** Create roadmaps and business plans to allow for high level forecasting and understanding of technology goals for the Sales and Marketing Technology group over a 24-month horizon.
- **Direct Customer Interaction Tools and Secure Data Services:** Created direct to customer Lightning Web Component supported site built in the Salesforce Experience Cloud environment to allow customers to access data for their Aircraft and agenda for interactions with Boeing in a secure and personalized environment.
- **Entry into Service Product Ownership:** Own product from inception through deployment and lifecycle updates to optimize Entry Into Service (EIS) Readiness plans including tracking of programs for delivery and customer support.

City National Bank (An RBC Company) – Los Angeles, CA

July 2017 – Sept 2019

Product Owner

Description – Led product teams modernizing City National Bank's public digital presence and the sites supporting its subsidiaries, moving from hard-coded experiences toward a reusable content platform.

- **People Leadership & Hiring:** Managed 11 direct reports across Development, Product Analysis, Business Analysis, UX/Architecture, QA and Delivery Management; owned hiring, staffing decisions and day-to-day team leadership.
- **Digital Platform Transformation:** Led migration of the bank and subsidiary websites from hard-coded/legacy experiences to Adobe Experience Manager (AEM), giving content teams a lower-cost way to make routine content and design updates without recurring development work and enabled dynamic content while reducing engineering effort required for routine content updates.
- **Team Development & Mentorship:** Mentored team members on delivery, ownership and career development while coordinating work across multiple Agile product teams and staffing partners.
- **New Business Exploration:** Served as a founding member of an e-sports taskforce exploring sponsorship and responsible-investing education opportunities around tournaments and players.

Sony Pictures Entertainment – Los Angeles, CA

Nov 2014 – Feb 2017

Product Manager – Websites, Content Management Systems and Digital Supply Chain

Description - Product Manager for Crackle content APIs and content management system (CMS) for all supported platforms on Crackle, a Sony Pictures video streaming service.

- **Platform and Experience Optimization:** Managed cross-platform streaming experience across front-end users, stream/transcode integrity and platform requirements to ensure the experience on the streaming platform was optimized for premium journeys.
- **International Platform Expansion:** Expanded the platform to support 30+ languages, making the streaming service and its content operations adaptable across international markets.
- **Machine Learning & Personalization:** Led machine-learning recommendation work that reduced time spent before users reached content by 11%, improving discovery and creating additional monetization opportunities.
- **Technology Evaluation & Team Growth:** Evaluated third-party technology using business value, technical fit, cost, implementation time and feature capability; also supported hiring and onboarding for the Digital Product team.

Technical Services Analyst

Description – Product team support through threat analysis and IP protection projects related to Cinavia DRM (Digital Rights Management) product.

TECHNOLOGY, SKILLS & EDUCATION

Product Management Tools: Jira, Confluence, Slack, Azure Dev-Ops (ADO)

Product Development Methodologies: SAFe Agile, Scrum, and Kanban

Software: Content Management System (CMS), CRM/Salesforce, Workbench, Quip, Experience Cloud, Helpdesk, Google Analytics, Google Ads, Adobe Suite including Adobe Experience Manager and Microsoft Suite

Programming: HTML (Basic), CSS (Basic)

Skills: Monetization • Experimentation/A-B Testing • Product Analytics • AI-assisted analytics • Product Strategy • Product Discovery • Enterprise Platforms • CRM • Personalization • International Products

Brevard College: BA, Design and Advertising