

JESSICA FRICK

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PRODUCT LEADERSHIP. OPERATIONAL CLARITY. CUSTOMER OBSESSION.

Hands-on product and operations leader with 20+ years turning complex workflows into scalable products and better customer experiences. Connects strategy, operations, and cross-functional execution from discovery through launch, adoption, and measurable results. Applies AI and automation thoughtfully, using experimentation and customer outcomes to decide what's worth scaling. Loves music, dogs, data, and Diet Dr. Pepper.

EXPERIENCE SUMMARY

Product & GTM Consultant, 2026 – Present (Contract)

MOZILLA – SAN FRANCISCO, CALIFORNIA (REMOTE)

Engaged by Mozilla to help shape product strategy for Tabstack through customer research, discovery, and GTM planning. Designed and conducted customer interviews, identified onboarding and activation opportunities, synthesized qualitative and quantitative insights into product recommendations, and partnered with cross-functional teams to prioritize roadmap investments that improve adoption and long-term success.

General Manager, 2025 – 2026

ROCKET.NET / HOSTING.COM – JUPITER, FLORIDA (REMOTE)

Recruited by the Founder ahead of an acquisition to lead product strategy and operational execution across two brands. Introduced AI into support and product workflows, using experimentation and customer outcomes to identify opportunities worth scaling while protecting the quality of the customer experience. Lead sales and support through changes that increased CSAT from 97% to 98%, reduced average response times by more than one minute in under six months, and contributed to multiple record-setting sales months.

"Jess brings stability and leadership in times of change." – Seb de Lemos, Hosting.com CEO

Director of Product / Operations, 2022 – 2025

AUTOMATTIC / PRESSABLE – SAN ANTONIO, TEXAS (REMOTE)

Recruited by the CEO to lead product strategy for an Automattic-owned managed hosting platform. Worked closely with customers and cross-functional teams to uncover and simplify friction across interconnected onboarding, billing, and support experiences, translating research and behavioral data into product improvements that increased adoption and retention. Reduced onboarding churn by 37%, increased average order value by 20%, and drove 47% year-over-year revenue growth.

"Jess makes a positive difference every single day." – Vik Patel, General Manager / CEO

Director of Product, 2019 – 2022

Product Manager, 2018 – 2019

LIQUID WEB/NEXCESS – SAN ANTONIO, TEXAS (REMOTE)

Recruited by the VP of Product to lead strategy for flagship managed application products serving thousands of merchants and agencies. Guided product discovery, roadmap prioritization, and cross-functional execution across engineering, marketing, sales, and

Continued...

Professional Experience Continued

support. Launched the world's first Managed WooCommerce hosting platform, building the product alongside the customer, support, and GTM workflows required to successfully establish an entirely new category.

"Everyone needs a Jessica Frick in their company!" – Chris Lema, VP of Products

Vice President, Operations, 2017 – 2018

PUSHFIRE – KATY, TEXAS (REMOTE)

Recruited by the owners to improve agency performance across client delivery and account management. Used customer feedback, team insights, and operational data to redesign complex workflows, increasing billable spend by 68% YoY while doubling efficiency.

"Jessica was the best employee I ever had." – Sean Dolan, CEO / Founder

Executive Vice President, Operations, 2012 – 2017

RAINMAKER DIGITAL, LLC (FORMERLY COPYBLOGGER MEDIA) – DALLAS, TEXAS (REMOTE)

Recruited by the CEO to lead operations across a portfolio of software products, digital media outlets, and live events. Partnered across product, marketing, analytics, and support to clarify ownership, prioritize initiatives, and improve execution through data-informed decision making, experimentation, and continuous operational improvement.

"Jessica's true title within the company has been 'Badass.'" – Brian Clark, CEO/Founder

Principal, Project Manager, 2006 – 2012

RENEWABELLE – VARIOUS LOCATIONS (REMOTE)

Founded and led a consulting practice helping organizations improve products, operations, and digital strategy. Worked across industries to guide product launches, customer experience improvements, workflow simplification, and organizational execution before being acquired by Copyblogger.

EDUCATION

Rollins College, Winter Park, FL

B.A. Organizational Communication

Graduated cum laude. First undergrad in the department to publish scholarly research (article focused on social learning in online environments)

VOLUNTEER ACTIVITIES

Make WordPress Hosting Team Member and Rep

2020-Present

Elected by the open-source WordPress community to serve as a 2023 global Hosting Team representative. Volunteer member at large from 2020 to present.