

JESSICA FRICK

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Product and operations leader with 20+ years turning customer insight, behavioral data, and operational complexity into products that grow. Led strategy and execution across B2B SaaS, subscription products, onboarding, monetization, retention, and AI-enabled workflows. Known for making hard problems tractable, aligning cross-functional teams, and shipping measurable outcomes.

CORE EXPERTISE

Product Strategy • Discovery • Customer Research • Roadmap Prioritization • B2B SaaS • Subscription Products • Activation & Retention • Monetization & Pricing • Experimentation • Product Analytics • GTM Strategy • AI Product & Workflow Integration • P&L Ownership • Cross-Functional Leadership • Product Operations

SELECTED IMPACT

47%

YoY revenue growth

37%

lower onboarding churn

200%

growth in monthly units sold

20%

increase in average order value

68%

YoY growth in billable spend

97% → 98%

CSAT in under six months

PROFESSIONAL EXPERIENCE

PRINCIPAL, PRODUCT & OPERATIONS CONSULTANT | Frick Forward

2026–Present | Remote

Provides senior product and operations leadership, helping organizations identify what's getting in the way, decide what to do next, and turn those decisions into action.

- **Engaged by Mozilla's New Products organization to shape product and go-to-market strategy** for Tabstack, an AI-native developer platform. Led privacy-respecting customer discovery and combined interview findings with product, usage, and support data.
- **Translates research into recommendations** for activation, retention, roadmap priorities, onboarding, instrumentation, positioning, and customer segmentation.
- **Leads strategy and execution** for additional clients across small business, hospitality, and nonprofit work, spanning growth, operations, and digital strategy.

GENERAL MANAGER | Rocket.net / Hosting.com

2025–2026 | Remote

Recruited by the founder ahead of an acquisition to lead through growth and change.

- **Led product strategy, business operations, and post-acquisition integration** across two brands and a global team spanning product, engineering, sales, and support.
- **Increased CSAT from 97% to 98% and cut average response time by more than one minute** in under six months while contributing to multiple record-setting sales months.
- **Introduced AI-assisted workflows** for ticket triage, support response tooling, and product decision support through practical testing tied to customer outcomes.

DIRECTOR OF PRODUCT & OPERATIONS | Automattic / Pressable

2022–2025 | Remote

Recruited by the CEO to lead product strategy, operations, and product marketing.

- **Drove 47% year-over-year revenue growth** by translating customer research and behavioral data into focused product priorities and cross-functional execution.
- **Reduced onboarding churn 37%** by identifying and removing friction across activation, billing, and support workflows.
- **Increased average order value 20%** through subscription packaging, plan architecture, and monetization improvements.
- **Owned product strategy and roadmap** across engineering, design, marketing, sales, and support for an Automattic-owned B2B SaaS platform.

DIRECTOR OF PRODUCT | PRODUCT MANAGER | Liquid Web / Nexcess

2018–2022 | Remote

Recruited by the VP of Product; promoted from Product Manager to Director of Product.

- **Grew average monthly units sold 200%** within two years through customer research, testing, roadmap ownership, and coordinated GTM execution.
- **Launched multiple 0-to-1 products**, creating new product categories and the customer, support, operational, and GTM systems required to scale them.
- **Owned strategy and roadmap** for technically complex subscription products serving thousands of merchants and agencies.
- **Led and developed a team of three product managers**, including two internal promotions, while aligning engineering, design, marketing, sales, and support.

VICE PRESIDENT, OPERATIONS | PushFire

2017–2018 | Remote

Recruited by the owners to improve agency performance and serve as an operational proxy for leadership.

- **Increased billable spend 68% year over year while doubling operational efficiency** by redesigning client delivery workflows, clarifying accountability, and coaching account managers.
- **Directed delivery for more than \$600K in monthly digital advertising spend** and supported new business from prospecting through contracting and onboarding.

EXECUTIVE VICE PRESIDENT, OPERATIONS | Rainmaker Digital / Copyblogger Media

2012–2017 | Remote

Recruited by the CEO; expanded from operations leadership into company-wide product and execution ownership.

- **Led operations and de facto product management** across a portfolio of SaaS products, high-volume media platforms, and live events in a fully distributed company.
- **Connected executive strategy to execution** across product coordination, analytics, conversion optimization, partnerships, marketing, support, and personnel leadership.
- **Built the operating structure and teams** needed to scale delivery, hiring and mentoring staff at every level.

PRINCIPAL & PROJECT MANAGER | Renewabelle

2006–2012 | Remote

- **Founded and led a consulting practice** delivering product launches, customer experience improvements, workflow redesign, marketing, and digital strategy across industries.
- **Built the business through acquisition** by Copyblogger, where the role expanded into executive product and operations leadership.

EDUCATION & COMMUNITY LEADERSHIP

B.A., Organizational Communication, cum laude | Rollins College

First undergraduate in the department to publish scholarly research, focused on social learning in online environments.

Make WordPress Hosting Team Member & Global Team | 2020–Present; elected 2023 representative