

# JessicaKate Ogunbadero

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**Harvard University** Cambridge, MA

B.A. degree awarded June 2009, concentration in Sociology and secondary field in Classical Studies

**American Swiss Foundation Young Leader & Alumni Committee** Washington, DC

Member of the November 2024 cohort of ASF Young leaders

## Experience

**Reddit** San Francisco, CA

**Director of Product & Insights Data Science, Safety** (7/21-12/25)

Strategic people leader for Reddit's suite of Safety product development teams, overseeing the consumer experience, scaled platform moderation technology including ML/AI investments, and data insights and transparency reporting

- Leading seven teams on a mission to detect the bad, protect the good, and empower all users to feel safe on Reddit. Safety & Transparency reporting available on [www.reddit.com/r/redditsafety](http://www.reddit.com/r/redditsafety)

**Senior Group Product Manager** (7/20-7/21)

- Worked across Enforcement and Technology teams to build a cohesive roadmap to improve moderation quality and expand safe features for moderators and users

**Group Product Manager** (8/19-7/20)

- Founded Reddit's Safety Product Group, including expanding our focus into detection technology, consumer and community safety in addition to overseeing our internal content moderation tools

**Leader Product Manager** (2/18-7/19)

- Helmed Reddit's 2018 redesign from launch to landing. Led Reddit's foundational community growth efforts, defining our first internal active communities metrics

**Meta** Menlo Park, CA

**Facebook Consumer Strategy** (7/16-2/18)

Created Consumer Strategy role to define the intersection of product truth and human need for our connectivity initiative, Internet.org.

- *Mobile Financial Services Philippines Opportunity Assessment* Worked with UX research and data science to determine service viability and set expectations for launch adoption. [Launch announcement](http://www.philstar.com/business/2017/09/24/1741931/paymaya-gcash-link-facebook): <http://www.philstar.com/business/2017/09/24/1741931/paymaya-gcash-link-facebook>
- *Incremental Acquisition Goals* Worked with data science to determine incremental acquisition goals for off platform channels for Internet.org products
- *Offline Acquisition Tracking* Worked with Growth Analysts to leverage existing systems to design tracking for offline paid acquisition in emerging markets

**Facebook Product Marketing Manager, Groups & Creative Labs** (2/14-6/16)

- *Groups Opportunity Vertical Identification* Used behavioral data, qualitative assessments and testing to establish verticals with opportunity for growth on the Groups product and determine recommendation criteria for verticals in the [Groups Discover](https://www.facebook.com/groups/?category=discover) feature: <https://www.facebook.com/groups/?category=discover>
- *F8 Creative Labs* Spoke at 2016 developer conference on the importance of bridging what you're building with who you're building for with Mobile App Engineering Manager. F8 Developer Conference main stage talk, [Lessons from Creative Labs](https://www.facebook.com/FacebookforDevelopers/videos/10152802760708553/): <https://www.facebook.com/FacebookforDevelopers/videos/10152802760708553/>

**Sosh (Offline Labs, Inc, Acquired by Postmates)** San Francisco, CA

**Product Manager, Content** (8/12-1/14)

Created internal CMS tools, metrics dashboards, and user facing mobile features, led analysis on new markets and product features for local discovery app

- *iOS App Home Experience* Built a new iOS app home experience to bring smarter, curated recommendations to users. Increased engagement on the home screen recommendation carousel 30% compared to previous recommendation surfacing
- *Event Ticketing & Promotional Pages* Built a scalable ticketing and promoted event experience that works across desktop and mobile platforms
- *New Market Analysis* Created a framework to analyze city neighborhoods and demographics to produce content targets when launching Sosh in a new market

**Google, YouTube** Mountain View, CA

**Product Manager, Monetization** (6/11-8/12)

Lead the product development of long tail growth features for AdWords for Video

- *YouTube Ad Creation Wizard* Created a native flow for YouTube users to create AdWords for Video advertisements from their content. [YouTube Blog Announcement](http://youtubecreator.blogspot.com/2012/06/get-discovered-with-video-ads-on.html): <http://youtubecreator.blogspot.com/2012/06/get-discovered-with-video-ads-on.html>
- *Video Creation Marketplace* (unreleased) Spec'd framework for a YouTube ad creation marketplace to connect content creators to advertise looking to leverage online video advertising. [Adage Article](http://adage.com/article/digital/youtube-launches-marketplace-connect-youtube-stars-brands/235699/): <http://adage.com/article/digital/youtube-launches-marketplace-connect-youtube-stars-brands/235699/>  
[Patent](https://www.google.com/patents/EP2864954A4): [https:// www.google.com/patents/EP2864954A4](https://www.google.com/patents/EP2864954A4)
- *Customer Creation Dashboard* built a dashboard to track source and spend of AdWords for video campaigns by creation referral source

**Product Manager, Slide Autonomous Unit** (9/10-6/11)

Worked as part of the Slide Autonomous unit as a product manager on consumer applications including Photovine

**Slide, Inc (Acquired by Google)** San Francisco, CA

**Associate Product Manager** (4/10-9/10)

Focused on retention and viral features for social games

**Playdom, Inc. (Acquired by Disney Interactive Media)** Mountain View, CA

**Associate Product Manager** (12/09-3/10)

Worked with two game studios on product specifications, game iterations, and title releases

**Skills**

SQL and data mining; in depth product/market analysis; UX concepts and wireframing; experienced with a variety of project management tools; Scrum Alliance certified scrum master