

JUSTIN LAW

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Product & Technology Executive with 20+ years defining vision, driving strategy, building teams and shipping products which transform businesses.

Leadership – Direct, decisive, and consistent. Has led product teams in start-ups, growth-stage and enterprise organizations. Knows the people, processes, and communications required to deliver. High EQ servant leader with innate ability to work collaboratively across departments with peer executives.

Product Excellence – Proven ability to deliver profitable enterprise level products in challenging and competitive markets, on time and on-budget. Multiple massively scaled, complex, cross-department platforms designed and developed throughout career. Customer focused and data driven.

Technical Expertise – Began career as a software developer. Has led technology development teams as well as product / project / design multiple times. Knows what is possible, probable, and unlikely in technology. Has instant credibility across a product development organization.

Experience

MarketCast Corporation
Chief Product Officer

New York, NY
April 2023 - Present

Lead the Product Organization of this PE backed firm; focused on developing a modern, data and AI backed platform to deliver market leading research and analytics across all forms of content and advertising.

Meredith Corporation (acquired by IAC)
Senior Vice President - Product & Technology

New York, NY
Jan 2014 – March 2023

Meredith Corporation, prior to its acquisition by Interactive Corp (IAC), was a prominent American media conglomerate. It specialized in magazine publishing, broadcasting, and digital media, boasting a diverse portfolio of influential titles such as People and Better Homes & Gardens, alongside an array of television stations.

Defined the strategy and led the development of products (platform, sites, applications, CMS) which drove consumer engagement and revenue optimization across all channels for the largest Publisher in North America (People, Allrecipes, Martha Stewart, etc.).

- Developed an innovative product strategy focused on the collection of 1st Party Data to drive consumer engagement and yield optimization
- Led the creation of a centralized “universal platform”, replacing 40+ siloed technology stacks and enabling all sites, products, monetization models and syndication partners
- Platform serves over 7 billion sessions and generates revenue of nearly \$750 million annually: increasing nearly 25% and 20% respectively from pre-platform
- Managed the team through the acquisition and integration of Time, Inc.
- Led a 250+ member geographically diverse team of Product Managers, Engineers, Project Managers and Designers with a \$40+ million annual budget
- Promoted from VP Product Management → VP Product & Strategy → SVP Product & Technology

Infospace (Blucora after re-brand)
Vice President - Product & Technology

Bellevue, WA
Oct 2011 - Dec 2013

Infospace selects from the leading search engines and then aggregates, filters and prioritizes the paid and non-paid results to provide comprehensive owned and operated search engines (Dogpile, MetaCrawler) and partner-branded search experiences. Became Blucora after the acquisition of TaxAct.

Led the Product Development organization in all phases of technology strategy, planning and execution against three business units: Owned and Operated Search, Search Distribution and Search Engine Marketing. Combined, the three businesses generated over \$340 million in 2013, a 50% increase over 2011.

- Optimized the SAAS distribution onboarding and management systems – customer ramp-up improved from two weeks to one hour
- Evangelized and drove AI/ML technology investment in our SEM business, moving from nascent to \$3 million / month in profit
- Migrated a platform serving over 130 million daily queries from data centers to the cloud (AWS).
- Promoted from VP Product Management → VP Product & Technology

Amdocs
Director, Product Management

Seattle, WA
Mar 2009 - Sep 2011

Amdocs is a Large (17,000+) Israeli company which provides market leading software infrastructure to major communications service providers (cable and wireless) worldwide.

Owned the strategy and development of Amdocs Interactive's Digital Commerce Solution (DCS). DCS was utilized by the largest Mobile Carriers in the world and processed over \$1.5 Billion in digital commerce transactions (games, graphics, wallpapers, etc.) in 2010.

- Responsible for the strategy, roadmap, and budget of this \$70 million/year line of business within the Amdocs portfolio.
- DCS provided a robust commerce and merchandising platform to drive the sale of digital media across all screens while optimizing for each of the contemporary and emerging business models in the mobile space (e.g., on-portal, app store, off-portal, off-off portal/over the top, mobile payments)
- Led the unit to its first yearly profit.

Bright Hub
CTO & VP Product

Troy, NY
Jun 2007 - Feb 2009

Bright Hub was a venture-backed content destination site providing authoring interface and article optimization (SEO) tools for 350+ contract writers and editors in the science and technology fields.

- Launched complete site overhaul on new platform 3 months after hire date which received 2 million page views and 1 million unique monthly visitors within six months of launch.
- Increased RPM to more than 300% in six months.

Infospace
Senior Director - Product & Technology

Bellevue, WA
Oct 2005 - May 2007

Infospace owned web search engines Dogpile, MetaCrawler, and WebCrawler; it distributes search results to large media companies. The mobile division built mobile applications, portals, and storefronts for major domestic and international carriers, including AT&T, Verizon, Sprint, and T-Mobile.

- Defined "mobile search" and developed and launched the first such product available in the US.
- Deployed mobile search products on T-Mobile, Cingular / AT&T, Verizon, Sprint, Virgin Mobile, and Vodafone France.

- Federated search model utilized algorithms to deliver the best results set from multiple indexes.
- Managed \$7.5 million budget; led 50-person team with members located on-site and offshore
- Promoted from Director, Product Management → Senior Director, Product & Technology

America Online (AOL)
Principal Product Manager

Dulles, VA
Feb 2004 - Sep 2005

AOL was a leading internet service provider and web portal in the 1990-2000s, offering email, chat rooms, and internet access, connecting millions of users to the emerging World Wide Web.

Product & Technology lead of the task force charged with re-imagining AOL's advertising sales and systems to standardize processes and optimize revenue. After receiving executive buy-in and budget, led the team that built and launched the new ad management platform (Directional Media Network)

- The platform utilized a combination of AOL's unique access to subscriber information, its understanding of its content, and A/B testing, to algorithmically deliver the most relevant ads to the right person at the right time to optimize revenue (programmatic precursor).
- Increased revenue by 20% with all new advertising system implementations.
- Reduced time to production of new ads from weeks to hours.
- Named inventor on two patents for technology developed during tenure.

oneMade (acquired by AOL)
CTO & VP Product

Malta, NY
Jul 2000 - Jan 2004

oneMade was an early e-commerce SAAS platform which enabled sellers to list products on oneMade or any of the other web storefronts popular in the day (Yahoo Stores, AOL Classifieds, Microsoft Shops, eBay, etc.) simultaneously. Platform managed pre-sales, retailing, and post-sales activities for sellers.

- Site became AOL Classifieds through license and then acquisition. Consumer side displayed millions of listings with a simple and fast browse interface providing quick access to location filtered listings. Merchant side provided a fully featured Inventory Management System.
- Developed full featured, third-party accessible API certified by Microsoft, leading to company's selection as a Microsoft Gold Certified Partner.
- Company was chosen as one of eBay's six original Preferred Solution Providers

Additional Experiences

Aug 1997 - Jun 2000

Software Developer, IA Systems
Trainer, CyTech Computer Training
Software Consultant, Keane
Design Engineer, Fine Paper, Albany International

Education

Tufts University
M.S. Chemistry

Medford, MA

The State University of New York
B.A, Chemistry

Oswego, NY