

JASON EMERICH

VP / Director of Product Management | B2B & B2C SaaS | Customer-Facing Digital Products & UX

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PROFESSIONAL SUMMARY

Director of Product Management with 9+ years leading B2B and B2C SaaS product organizations, preceded by 8 years in IT engineering, a foundation for technical credibility and engineering-fluent leadership. Track record of scaling product organizations from 4 to 20+ people and shipping 0-to-1 products now used by 80,000+ users, grounded in user-centered research rather than assumption-driven roadmaps. Comfortable operating at the executive and board level, pairing UX-driven discovery with AI-native delivery to turn operational complexity into measurable, revenue-driving outcomes across web, mobile, and hardware-enabled portfolios.

SKILLS

Product & Delivery: Jira • Confluence • Product Roadmapping • Agile/Scrum • 0-to-1 Product Development

Design & Research: Figma • Miro • UX Research • Journey Mapping • A/B Testing

Analytics & Reporting: Google Analytics • Power BI • OKRs & KPI Definition • Executive & Board Reporting

AI Tools: Claude • ChatGPT • Microsoft Copilot • AI-Native Product Development

Other: Microsoft Office Suite • Hardware/Firmware Product Management • Cross-Functional Leadership

PROFESSIONAL EXPERIENCE

Director of Product Management, Fleet Operations Portfolio | Holman, Remote

Fleet management & mobility services company | ~5,000 employees | ~\$5B annual revenue

September 2025 – Present

Leading product across a portfolio of 10+ operational tools supporting fleet and asset management, vehicle licensing, registration, purchasing, and B2B and B2C remarketing workflows.

- Lead a 20-person org across Group PMs, Technical PMs, and Business Analysts; stepped into an established structure and raised the bar across discovery, delivery, and team alignment
- Architecting and building a predictive maintenance platform, including AI-driven diagnostic insights and third-party provider integrations, alongside companion driver and fleet manager apps, using Claude for end-to-end AI-native development
- Using ChatGPT, Claude, and Figma Make to accelerate prototype and design creation while maintaining fidelity to Holman's design system
- Directed AI-powered customer preference analysis for repair order approvals, projecting a 20% reduction in processing time
- Defined product vision and multi-year roadmap strategy across a portfolio of 10+ operational and asset management platforms
- Introduced on-site user research and prototyping practices, enabling successful onboarding of 200+ users onto a new platform with a 90% reduction in post-deployment bugs and complaints
- Drove operational workflow improvements across vehicle licensing, registration, and purchasing to reduce friction for operators in the field

Director of Product Management, Digital Solutions & Innovation | Penske Transportation Solutions

Commercial fleet leasing, logistics & rental company | 42,000+ employees | 379,000+ vehicles under management

January 2022 – September 2025

Owned end-to-end product strategy and execution across fleet operations, maintenance billing, service provider management, repair workflows, and commercial driver compliance platforms serving millions of users.

- Led a national, six-month initiative reimagining the end-to-end rental experience across customers and employees, delivering journey maps and cross-channel recommendations spanning web, mobile, and in-store touchpoints that informed friction-reducing changes to a \$300M revenue-generating product line and new mobile capabilities that reduced customer drop-off
- Built and shipped a DVIR solution integrating with core business systems to digitize driver vehicle inspection reports, saving over \$400K in printing, manual processing, and postage costs
- Led development of a proprietary Bluetooth-connected ELD/HOS hardware and firmware solution deployed across 15,000+ vehicles, integrating directly with the vehicle bus and delivering over-the-air firmware updates to drivers, achieving Canadian regulatory certification through multi-year coordination across product, engineering, and legal
- Integrated AI-driven capabilities leveraging fleet telematics data to deliver predictive maintenance insights and reduce unplanned downtime
- Reduced customer in-flow effort by 60% through A/B-validated UX redesigns grounded in data-driven, on-site field research and job mapping with real operators

- Drove 3% conversion rate increase and 10% drop-off reduction across B2C e-commerce sites with ~3M monthly visits, directly increasing revenue
- Scaled product org from 8 to 18 PMs; recruited, mentored, and coached talent while building hiring and onboarding systems that maintained quality through rapid growth
- Presented product strategy, roadmap performance, and investment priorities to executive leadership on a monthly basis
- Conducted competitive analysis and reported findings to leadership, informing roadmap prioritization and securing \$50M in budget approval for new technology projects
- Partnered with Sales, Marketing, Customer Success, and Finance to align product priorities with GTM execution, business KPIs, and customer retention goals

Manager of Digital Products | Penske Transportation Solutions

December 2018 – January 2022

Built the mobile product function from the ground up, then expanded scope mid-role to include ownership of Penske's flagship B2B web portal.

- Pitched, secured executive approval for, and launched two net-new mobile apps from 0 to 1 based on direct customer and market research
- Took on ownership of Penske's flagship B2B web portal mid-role, expanding from mobile-only to full web and mobile platform leadership
- Hired 10+ PMs; built structured onboarding program that cut training time by 50%
- Introduced formal on-site user research, journey mapping, and validation practices that became standard across the product organization, contributing to a 30% reduction in customer churn through a sharper focus on customer needs
- Improved cross-department executive approval rate by ~50% through facilitated alignment workshops and redesigned communication processes

Digital Product Manager | Penske Transportation Solutions

February 2017 – December 2018

Individual contributor PM; owned 0-to-1 development and scaled products to significant adoption.

- Launched a mobile app from 0 to 1 now used by 80,000+ commercial truck drivers
- Drove 200%+ growth in Fleet Manager app adoption through on-site user research and targeted feature improvements
- Managed full product lifecycle across two mobile apps (iOS & Android): roadmap, research, delivery, and go-to-market

IT Engineering (Telecommunications, Mobile Device Management & Desktop Engineering) | Penske Transportation Solutions

June 2009 – February 2017

8 years in IT engineering across telecom, mobile device management, and desktop infrastructure, the foundation for technical credibility and engineering-fluent product leadership.

EDUCATION & CREDENTIALS

B.S., Management | Alvernia University, Reading, PA

UX Certification | Nielsen Norman Group (Credential ID: 1018509)