Michael Novack

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Product Leader

Creative, UX-obsessed product leader passionate about leveraging AI and emerging technologies to solve real-world problems. I've built products driving $100M+ ARR, powered personalization with ML and generative AI, and launched global platforms used by billions, generating billions of high-impact actions through seamless, intuitive experiences.

Professional Experience

Senior Director of Product | Hims, San Francisco   **2023 – Present**

+ Defined the platform strategy and led product development for GLP-1 treatments, unlocking the sale of critical weight-loss drugs that generated $XXXM+ incremental NNARR in the first year.
+ Implemented a personalization engine, building a customer data platform atop machine learning models, to create personalized recommendations via generative AI, resulting in a 4.5%+ increase in user conversion.
+ Launched an incentive service unlocking the capability to discount and bundle treatment offerings, cutting paid marketing spend as a % of new revenue by 12%+ year over year.

Director of Product & Strategy | Dropbox, San Francisco   **2021 - 2023**

+ Led product teams to tackle drivers of user churn, launching AI powered search with a UX redesign to simplify content discovery, generating $5M+ NNARR and improving CSAT by 4%+
+ Implemented a unified data model to track product metrics, providing insights into customer journeys and delivering improved user workflows, which converted 3% of MAUs into WAUs.
+ Built a product operations function, leading planning for a $2B+ ARR business, developing a roadmap with 100+ features, and coordinating large-scale launches for millions of users.

Director of Product & Business Operations | Postmates, San Francisco   **2018 - 2021**

+ Developed product strategy for an autonomous sidewalk robot, creating a 0-1 hardware product that operated independent of humans, completing 20k+ deliveries across 5+ markets.
+ Led the development of autonomy systems for Level 4 self-driving vehicles, enabling safe and reliable autonomous operation through advanced perception, decision making and motor control algorithms, which resulted in positive EBITDA margin orders at scale.
+ Built delivery applications across web and mobile, developing features and UX that cut time-to pick-up by 35% and reduced human interventions by 300%+.

Group Product Lead | Just Eat, London   **2015 - 2018**

+ Formulated a product strategy that underpinned end-to-end delivery services, generating 50M+ annual revenue while serving 10M+ customers, restaurants, and delivery partners.
+ Led product teams to develop web and mobile applications, creating a platform to align internal systems, achieving 90%+ on-time delivery ETAs and improving courier retention by 20%+.
+ Managed the integration of a $200M acquisition, initiating global delivery services, transitioning 50k+ customers, consolidating tech stacks, and boosting 550%+ YoY order growth.

Management Consultant Manager | PricewaterhouseCoopers LLP, New York   **2011 - 2015**

+ Managed teams of 20+ in strategy and operations consulting, focusing on corporate strategy, product development, and data analytics.
+ Coordinated product management for iOS and Android apps, increasing daily active users to 50k+ over previous releases and enhancing download-to-payment conversion by 15%+.

Education

McGill University, Montreal, Canada

ESADE University, Barcelona, Spain

Skills

Generative AI | LLM Integration | Personalization Algorithms | Customer Data Platforms | Machine Learning | Data Analytics | Go-to-Market (GTM) Strategy | Marketplaces | UX/UI Design | Agile Methodologies | Wireframing | Python | SQL