Michael Novack

416-771-8210 | michael.jordan.novack@gmail.com | [Website] | [LinkedIn]

Product Leader

I build products that improve people's lives by combining strategic thinking with hands-on design and operational expertise. Over the past decade, I've led product strategy for companies generating $100M+ revenue, from early-stage hardware ventures to global platforms serving billions. I focus on creating seamless experiences that solve real problems while driving business impact.

Professional Experience

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

+ Built engagement platform strategy for GLP-1 treatments, designing patient experience and care workflows that unlocked $XXXM+ incremental revenue in year one.
+ Architected personalization platform using ML and generative AI to deliver tailored patient journeys, increasing user conversion by 4.5%.
+ Created unified incentive platform enabling dynamic pricing and treatment bundles, cutting paid marketing spend by 12% year-over-year.

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

+ Led AI-powered search redesign with UX research and A/B testing, simplifying content discovery and generating $5M+ NNARR with 4%+ CSAT gains.
+ Architected unified data model tracking user behavior, redesigned workflows converting 3% of MAUs into WAUs through improved onboarding.
+ Established product operations framework across $2B+ business, developing roadmaps with 100+ features and coordinating global launches.

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

+ Pioneered 0-1 development of autonomous sidewalk robots, managing hardware partnerships and regulatory approvals for 20k+ deliveries across 5 markets.
+ Architected ML algorithms for Level 4 self-driving vehicles, developing perception and control systems enabling profitable autonomous operations.
+ Redesigned delivery experience through user research and optimization, reducing pickup time by 35% and support interventions by 300%.

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

+ Formulated marketplace strategy and platform architecture connecting 10M+ customers with restaurants, generating £50M+ annual revenue.
+ Managed development of web/mobile apps with real-time tracking and payments, achieving 90%+ delivery accuracy and 20%+ courier retention.
+ Executed £200M acquisition integration, overseeing technical consolidation and user migration driving 550% YoY order growth.

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

+ Coordinated Fortune 500 consulting engagements, managing 20+ analyst teams on strategy projects focused on digital transformation and analytics.
+ Directed iOS/Android product development, overseeing UX design and growth optimization increasing DAUs to 50k+ and 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