

## Jeff Lukasavich

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### Nuvocargo – Buffalo, NY (Remote)

*All-in-one digital logistics platform for shippers and carriers moving goods between US & Mexico (\$37.8M raised).*

**Lead Product Manager, Shipper**

04/2022 – 11/2022

**Senior Product Manager, Shipper**

01/2022 – 04/2022

- Developed a cutting-edge cross-border logistics platform, reducing the time to book from 24-48 hours to under 1 minute. Streamlined communications between shippers and carriers by moving conversations online.
- Utilized operational data, customer feedback, and company objectives to align roadmaps across stakeholders.
- Improved the software development team's delivery rate by 50% through the implementation of agile best practices and scrum values. Introduced sprint summary reports to foster awareness, alignment, and excitement within the team.
- Established and tracked vertical KPIs, ensuring successful project deliverables through tools like FullStory and Metabase. Orchestrated seamless API integrations with third-party systems, including HubSpot, Zendesk, and Retool.
- Designed and implemented Relational and Transactional NPS surveys using Qualtrics, enabling the company to measure customer satisfaction scores and establish direct feedback loops for every shipment.

### Willis Towers Watson (WTW) – Buffalo, NY (Remote)

*Global advisory and solutions company that helps clients around the world turn risk into a path for growth (NASDAQ: \$WLTW).*

**Senior Product Manager, Global Marketplace**

03/2019 – 01/2022

**Product Manager**

07/2015 – 03/2019

- Spearheaded the development of a unified benefits-enrollment platform for all of WTW's global clients, streamlining operations by centralizing client data in one environment.
- Led a cross-functional team of 15, overseeing end-to-end strategy, development, and user testing. Successfully propelled the solution's launch to over 100 clients in 35 countries and 35 dialects.
- Introduced scrum framework and trained delivery teams on agile best practices. Oversaw the hiring, onboarding, and management of eight product managers. Created training materials for writing Gherkin-language user stories.
- Aligned customer requirements and company goals to deliver projects with 95% client retention after trial periods. Consistently exceeded annual growth goals by 2x.
- Collaborated with UX, market research, and benefits administrators to conduct user testing and research on healthcare plans. Launched over 250 features, including benefits recommendations with an 83% customer-approval rating.
- Developed custom single-sign-on (SSO) solutions between clients' intranets and benefit enrollment marketplaces.

### Synacor, Inc. – Buffalo, NY

*Enable MSOs, ISPs & Telcos to bundle, promote, and deliver narrowband & broadband content & services (NASDAQ: \$SYNC).*

**Senior Director of Product, Portal**

08/2009 – 03/2015

- Owned the vision and execution of a flagship white-label portal product, resulting in 21.5M+ unique monthly viewers and \$100M+ annually. Secured partnerships with prominent customers such as Verizon, Charter, and Toshiba.
- Managed a cross-functional team of 25, introducing agile methodologies to the organization.
- Led the development of a custom Software Development Kit (SDK) that streamlined third-party integrations, reducing integration completion time by 77%.
- Leveraged Synacor's proprietary Cloud ID solutions to ensure smooth and secure authentication experiences, granting users access to content based on entitlements.

**Product Group Manager**

11/2007 – 07/2009

**Manager, Portal Solutions**

11/2006 – 11/2007

**Product Manager**

11/2005 – 11/2006

### M&T Mortgage – Buffalo, NY

*Commercial and residential banking, mortgage, loan and investment services with (\$7.18B – 2022 revenue).*

**Internet Channel Manager, Banking Officer**

10/2001 – 08/2005

- Led the development and launch of M&T Bank's 1st iteration of [www.MandTMortgage.com](http://www.MandTMortgage.com)
- Owned all aspects of M&T Mortgage's internet properties from conception to launch; managed \$750K annual budget

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**State University of New York at Fredonia, Bachelor's Degree, Business Administration, Marketing**