

Jason Whiteford

Bradenton, Florida | (941) 932 - 7697

jsn.whiteford@gmail.com

[LinkedIn](#)

[What we built at AdRizer](#)

Summary

Broadly skilled Product Management Executive with more than 10 years of successful experience and a knack for building powerful relationships with stakeholders at all levels. With a deep understanding of the product development process, from ideation and market research to realization and post-launch optimization, I'm seeking to continue innovating, designing, and executing successful products.

Professional Experience

DracoCreatives | Product Consultant

June 2023 - Present

- Advise startups and established organizations on product strategy, UX design, and go-to-market execution, drawing from experience in AdTech, FinTech, and SaaS product development.
- Define MVPs and product roadmaps that align business goals with user needs, helping teams streamline development cycles and accelerate market readiness.
- Collaborate with founders and engineering leaders to implement Agile frameworks, improve team velocity, and ensure effective communication between technical and business stakeholders.
- Conduct competitive and market analyses to inform positioning, pricing, and feature prioritization across diverse industries.
- Support early-stage companies with product validation, requirements documentation, and guidance on scalable system architecture and third-party integrations.

Adrizer, LLC | Head of Product Management

March 2015 - June 2023

- Employ Agile and SCRUM methodologies to maintain efficient engineering output
- Intake and prioritize all feature requests from clients, account managers and media buyers
- Collect and analyze application usage data to determine new feature adoption
- Collaborate closely with the CEO, CTO, VP of Engineering and Software Engineers on the prioritization, development, QA, and release of products while balancing resources to ensure success for the entire organization
- Partner with key stakeholders to deploy transformational leadership practices including training and development of business/sales strategies
- Defined and owned product portfolio strategy to align with business objectives and customer needs, enabling expansion into new verticals.
- Assesses existing technology platforms and establish roadmaps for the future to support development and growth of the organization
- Conduct periodic reviews with the Sr Executive team to evaluate current market and competitive intelligence to identify strategic adjustments and enhancements to corporate strategy
- Create detailed mocks for unrealized projects and features and ensure software engineers have full understanding of the vision of the final product

- Translate business-to-technical requirements, and vice versa.
- Assist the account management team with troubleshooting and onboarding new clients from a technical aspect
- Maintain a working knowledge of all third-party integrations and identify opportunities to increase parity with spend and revenue sources
- Maintain record of API versions of active sources and ensure that critical systems are ahead of deprecations and upgrades
- Develop the process for and oversee the QA team

Account Manager

- Provides support to clients for any troubleshooting, account strategy, and day to day account maintenance
- Keeps all client goals, details, and contact information organized and updated
- Facilitates and sets up the maintenance of the native network accounts for each client
- Develops processes to provide superior client support and escalates partner feedback to internal stakeholders
- Works with a broad range of internal parties to build partner strategies
- Monitors client performance trends to find actionable insights

Media Buyer

- Buy digital media using display and search networks to drive traffic and proprietary sites
- Texts and displays creative deployment, and split testing
- Landing page optimization
- Optimization of yield management strategies

Core Competencies

Product/Administration

Agile/SCRUM
 GitHub
 ZenHub
 Jira
 Digital/product design
 Automation/ML
 Data Analysis
 Pendo.io
 QA
 Google workspaces Admin

Marketing

Digital advertising
 Google Ad Manager
 Arbitrage
 Native
 Banner
 Social
 DTC
 SEO
 Google Ads
 AdTech

Creative

Photoshop
 Premier pro
 After Effects
 Figma
 AI
 ChatGPT
 MidJourney
 Keynote
 Powerpoint