Garrett Meccariello

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EXPERIENCE

Covered Insurance   **September 2022 – Present**
Lead Product Manager   Denver, CO
- Built and managed a team of four product managers and three UI/UX designers.
- Spearheaded product vision, strategy, and execution across three full-stack delivery teams; increased revenue growth by 7% MoM through new features, experience enhancements, and in-product experiments.
- Led strategic planning process within senior leadership team; defined product vision, set aggressive OKRs, and achieved assigned key result targets with an 11% variance from plan to execution - 19pp above benchmarks.
- Leveraged product analytics and market research to navigate the evolving insurance landscape; identified growth opportunities within a direct-to-consumer quoting platform, and achieved 20% growth in inbound leads.

Suzy   **October 2021 – September 2022**
Growth Product Manager   Denver, CO
- Orchestrated the execution of product-led growth and A/B testing strategies, resulting in a 75% increase in user retention and $720,000k in annual cost savings by removing operational inefficiencies from product workflows.
- Persuaded executive leadership to invest in revamping data capture, warehousing, and reporting practices.

Homesite Insurance   **November 2019 – September 2021**
Senior Product Manager, Experimentation & Personalization   Boston, MA
- Led two agile scrum teams, driving A/B testing, funnel growth, and digital experience personalization.
- Developed and executed comprehensive roadmaps based on deep analysis of voice of the customer research, business priorities, and competitive strategy, driving a 15% increase in customer satisfaction across touch points.
- Facilitated the development of 3 AI-driven experience personalization models across 2 e-commerce experiences.
Behavioral Economist
- Designed, executed, and analyzed 22 experiments per quarter, resulting in a $5mm+ projected revenue increase.
- Ranked in the 90th percentile of tests by volume in the insurance and financial services industry.

Protobrand   **January 2017 – November 2019**
Behavioral Scientist   Boston, MA
- Founded Protobrand's behavioral science practice and served as the research engagement lead for over 30 client-facing research projects across insurance, financial technology, utility, CPG, and healthcare clients.
- Influenced the feature roadmap & prioritization of Meta4 Insight, Protobrand's proprietary research software.

EDUCATION

University of Pennsylvania
Master of Behavioral & Decision Sciences (MBDS)   Philadelphia, PA
Graduate Certificate, Social, Cognitive, & Affective Neuroscience

Bentley University
Bachelor of Science, Managerial Economics   Waltham, MA

OTHER

- **Tools**: Optimizely, LaunchDarkly, HotJar, Google Analytics, Tableau, Jira, Confluence, Aha! & Roadmunk
- **Certifications & Training:** National Registry of Emergency Medical Technicians - NREMT