

Joel Pettigrew

PRODUCT LEADER · DATA, ANALYTICS & AI

(801) 910-7270 · pettigrewjoel@gmail.com · linkedin.com/in/pettigrewjoel · pettigrewlab.com/joel-resume · Lone Tree, CO

SUMMARY

I build user experiences, AI, and data products, and I've been doing it for 20 years, currently as a Principal PM at Amazon. I love working with a team and helping people grow as we solve hard problems. If I get handed messy data, customer churn, or legacy architecture issues nobody wants to touch, I figure it out. I talk to users, find out what matters to them, and ship it in pieces they can feel. I have managed teams and shifted orgs from features to value.

EXPERIENCE

Amazon · Aug 2025 - Present

Principal Product Manager (L7) · Data & Analytics

- I own engagement analytics strategy across Amazon Devices, making customer behavior mean the same thing across Fire TV, Echo, Kindle, Tablets, and Ring/Blink.
- Architected an agentic analytics layer that translates business questions into **governed, permissioned query execution across 10PB**, centered on metric ontology, customer journey model, and cohort handoff, not the model.
- Built the intent-routing and permissioning layer behind it, deciding which data source a question hits and **enforcing role-based access before any result comes back**.
- Built an autonomous incident agent that isolates crash regression timelines, evaluates recent commits, and **delivers root-cause context straight to the engineering team** for review.
- Turned engagement analytics from analyst pulls into a product that **unified leaders on one customer-centric view**.

Yotascale · Aug 2024 - Aug 2025

Head of Product Management

Reported to CEO

- I led product strategy for a multi-cloud cost platform in a market with roughly 80 competitors, expanding it from infrastructure cost visibility toward total platform cost, business attribution, and measurable ROI.
- Validated the strategic pivot through interviews with nearly 20 C-level executives, then shipped virtual tagging, shared allocation, and treemap-based attribution that made **total cost of ownership legible by business unit**.
- Took a governed Slack cost-intelligence agent from prototype to production in 30 days, access enforced through each user's own permissions so customer data never hit the model. **60% enabled it in two months and daily usage grew 4x**.
- Shipped a policy-controlled rightsizing agent that could recommend, approve, or execute cloud changes with documented guardrails and rollback, **saving customers an average of 15%**.

McGraw Hill · Jun 2022 - Sep 2024

Sr. Director Product Management · Data & Analytics

Reported to Digital Products leadership, 50% time under the CFO as Head of Enterprise Data Innovation, Operations & Strategy

- I led data and analytics products across McGraw Hill's education platforms and enterprise operations, connecting student behavior, product usage, finance, and business performance.
- Reframed the Enterprise Data Share around validated institutional needs. Adoption grew to 27 customers, 16 K-12 districts and 11 higher-education institutions, and **retention across the higher-ed accounts went from 92% to 99%**.
- Launched an instructor intervention product that flagged 17,000 students at risk of failing or dropping. About 9,000 of them went on to pass, and **every instructor who used it renewed**.
- Led an NLP standards-tagging workflow in Databricks that **cut manual tagging labor by 89%**, routing lower-confidence recommendations to human review instead of trusting the model outright.

WGU · Jan 2021 - Jun 2022

Sr. Group Product Manager

Reported to CPO

- I led a group of 15 product managers across learning platforms, admissions, identity, data, personalization, and machine learning, while moving the organization from feature delivery toward discovery and outcomes.
- Delivered three programs on a new mobile-first platform: **mobile engagement up 45%, completion time down 20%**.
- Instrumented the student journey in Pendo, then used rage-click data and customer discovery to redesign onboarding and degree planning, improving **first-two-week engagement by 27%**.
- Introduced self-service re-enrollment and clearer progress forecasting, **increasing renewals 12%, representing \$60M+ in annual revenue**.

Adobe Workfront · Nov 2018 - Jan 2021

Principal Product Manager · Data & Analytics

Reported to CPO

- I owned Workfront's Measure portfolio with no director layer above me, representing the group directly in product leadership while turning legacy reporting into an analytics and ML platform through Adobe's acquisition.
- Migrated legacy Oracle reporting to a high-throughput **Kafka-to-Snowflake event architecture** built for analytics and ML.
- Launched a **zero-to-one self-service BI product** with ML burndown forecasts and task-level actions inside the workflow.
- Generated **\$25M in new enterprise-tier revenue** and earned Workfront the **#1 Forrester ranking** for data and analytics.

Overstock · May 2018 – Nov 2018

Sr. Group Manager, Product · Marketing

Reported to CMO

- Built **personalized landing pages** that turned email campaign intent into featured, similar, and complementary products.
- Increased **landing-page conversion from 1.2% to 4.5%** and tripled time on page.
- Generated **\$3.5M in incremental revenue in the first month** and roughly \$10M across the first quarter.

Sorenson Media · Sep 2016 – May 2018

Director, Product Strategy

Reported to CPO

- Started as project manager on the channel engine rollout across **176 of 210 U.S. markets**, later promoted to Director.
- Helped design the **ACR targeting architecture and the ad exchange** behind it, coordinating product and engineering teams across the United States, Europe, and Korea.
- Cut device check-in and infrastructure frequency without hurting targeting performance, **saving more than \$1M a month**.

IT & DATA ROOTS · 2008 – 2016

Zions Bancorporation · 2014–16

Sr. Technical Program Manager · Data Warehouse

- Led the data warehouse program: 1,200+ sources, Basel III and CECL reporting. Promoted from project manager to program manager within the first few months, taking on the project management team as direct reports.

Tomax (now Salesforce) · 2012–14

Sr. Technical Account Manager · Managed Services

- Ran POS infrastructure for NAPA, Hallmark, and Jiffy Lube. Sold NAPA as the first customer for a NetApp disaster-recovery offering at \$500K, then expanded it across the account base to \$1.5M in incremental revenue within the first year.

ATA Services · 2008–12

Director, Information Technology

- Promoted to Director. Rebuilt the national ATM field-service platform, virtualized the infrastructure, and reshipped the field tool as an iPhone app for 50+ techs.

OTHER EXPERIENCE

Pettigrew Lab (2026–present) · Founder. myhabitsync.com, loopedthings.com, studyquest360.com, lawnmowit.com.

Polk State College (2022–25) · Adjunct Professor, data & analytics curriculum on Tableau, 1–2 sections a semester.

Rise Above IT, LLC (2014–16) · Founder & President. Enterprise IT services for small and mid-size businesses.

Scout Progress Tracker (2012–15) · iOS app for BSA scoutmasters, built solo. 105,000 downloads, 60,000 of them paid at \$1.

CORE COMPETENCIES

AI & Agents: Agentic analytics, MCP orchestration, text-to-SQL and natural-language interfaces, RAG, intent and cohort routing, human-in-the-loop guardrails, LLM evaluation, agent-native product strategy

Data Platforms: Enterprise platforms, master data management, semantic layers, metric ontology, lineage, streaming and event architecture, enterprise governance, privacy and access control

Analytics & BI: Self-service BI, product analytics, experimentation and A/B testing, cohort and funnel analysis, customer journey models, executive reporting, unit economics, board and S-1 reporting

Product Leadership: Product strategy and roadmaps, org scaling and coaching, customer discovery, prioritization and tradeoffs, M&A product diligence, GTM strategy, cross-functional partnership, product-level P&L

Growth & UX: Personalization, conversion optimization, onboarding and activation, retention and renewals, churn analysis, journey design, pricing and packaging, marketplace economics

Tools: Databricks, Snowflake, Kafka, Druid, AWS, Tableau, Looker, Pendo, Claude, ChatGPT, Zapier

EDUCATION

Florida State University

Juris Master, Cybersecurity, Privacy & Technology · 2026

Western Governors University

MS, Data Analytics · 2022

Arizona State University

MBA · 2013

University of Phoenix

BS, Information Technology · 2008

CERTIFICATIONS

PMP (2015) · PMI-ACP (2016) · PRINCE2 (2017) · CSPM (2023). Trained by SVPG, Product Institute, and Jeff Patton. Portfolio: pettigrewlab.com/joel-resume