John Dwyer

Product Manager | Cross-Functional Team Leader | Web Conversion & Growth | AI-Driven Prototyping
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Summary

Technical product manager with a computer science background, leading web platform work at Splunk (Cisco) for five years. Focused on delivering measurable impact across conversion, lead generation, platform quality, and AI-driven innovation by staying close to engineers while building relationships with stakeholders and users.

Professional Experience

Splunk (Cisco) **Chicago, IL (Remote)**
Lead Product Owner, Web **August 2023 - Present**
Senior Product Owner, Web **June 2021 - August 2023**
Senior Web Marketing Specialist **August 2020 - June 2021**

- Lead a cross-functional scrum team of 8 designers and engineers, owning the digital front door for all of Splunk's products; trial registration and provisioning, interactive product tours, and lead capture forms.
- Delivered a 37% YoY increase in trial conversions in H1 through A/B experimentation, web feature launches, and page redesigns across Splunk's trial registration, product tours, and lead capture surfaces.
- Built an AI-assisted workflow using LLMs to generate JS animation code from plain-English design descriptions, enabling UI designers to spec complex motion work without the specialized skills or time typically required, compressing week-long handoff cycles into a single working session for fine tuning.
- Drove a 34% QoQ increase in leads through a stakeholder-driven rebuild of Splunk's homegrown AEM blog platform, building new components that promote contextually matched assets to each blog's topic.
- Placed 1st and 2nd in consecutive Splunk Hackathons; both projects shipped to production, including a real-time active accounts dashboard that has since been formally designed and launched.
- Managed post-acquisition web integration for 5 companies including AppDynamics and SignalFx, delivering rebranded product pages, content migrations, unified onboarding flows and provisioning infrastructure.

StubHub (eBay) **San Francisco, CA**
Product Manager **August 2019 - June 2020**
Product Manager, Intern **May 2018 - August 2018**

- Owned product strategy for StubHub's EU platform across UK, France, and Spain, a high-traffic secondary ticket marketplace spanning checkout, buyer experience, and order processing.
- Boosted buyer conversion rate 30% on EU eCommerce domains in H2 2019 by launching 10 growth experiments grounded in buyer-funnel analytics and direct qualitative user research interviews.
- Achieved 100% compliance with UK consumer protection laws under tight legal deadlines, collaborating with attorneys to ship fixes rapidly while preserving a strong consumer experience.
- Prototyped an ML model using scikit-learn to predict ticket sale probability based on pricing, purchase date, and demand signals, informing pricing and inventory strategy discussions.
- Led intern cohort project to 2nd place of 20 teams, building a fan travel hub for live events that continued driving organic SEO traffic post-internship.

Tradelink Holdings **Chicago, IL**
Software Engineer, Intern **May 2017 - August 2017**

- Engineered a Python library and control-file framework in a traditional scrum setting, enabling non-engineers to rapidly test trade indicator ideas against live tick data streams.

Education & Certification

B.S. Computer Science and Business Administration **2015 - 2019**
University of Southern California, Viterbi School of Engineering

Certified Scrum Master (CSM) **2020**
Certified Scrum Product Owner (CSPO) **2024**

Skills

Product: Product Strategy, A/B Testing & Experimentation, Conversion Rate Optimization, LLM Workflows & Agents, User Research, Agile & Scrum, Stakeholder Management, Funnel Analysis, SEO/GEO
Tech: Jira, Confluence, SQL, Python, HTML/CSS/JS, Figma, Adobe Analytics, Tableau, Looker, Optimizely, Adobe Experience Manager, Salesforce, GitHub, Google Tag Manager, Claude Code, Cursor, Codex