

Nikki Schlesinger

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Senior Product/Program Manager with 10+ years of experience in ad tech, consumer, CTV, and digital advertising platforms, driving innovative and scalable product solutions across self-serve advertising, connected TV, and consumer acquisition. Proven track record leading large cross-functional teams through complex product planning and launch cycles to deliver customer-centric solutions in matrixed, global organizations.

Highlights

- **Led 80+ person cross-functional team to launch Podcast Advertising on Spotify's self-serve Ad Platform**, integrating ad creation, ad delivery, brand safety, reporting, and payments, driving \$5M in initial revenue and contributing to \$1.4B in total ad revenue, a 68% YoY increase (2021).
- **Launched Spotify Advertising's product marketing website**, leading a 30+ person cross-functional team from concept to implementation; partnered with product, design and editorial to establish brand identity, articulate product value, and establish a new digital channel for advertiser engagement and acquisition.
- **Aligned channel marketing, creative development, and GTM execution with product and business goals at DIRECTV**, driving 220K+ new subscribers quarterly in the Connected TV space.
- **Selected as Operations Lead for Spotify's self-serve Ad Manager team** (100+ cross-functional people), establishing the operational foundation, including: prioritization frameworks, planning cadences, onboarding systems, and leadership communications, that enabled a complex, matrixed ads team to execute at scale.
- **Led product redesign of American Express customer acquisition website**, resulting in 11% YoY increase in new accounts; developed upsell/cross-sell marketing strategies for core products, launching campaigns that generated \$3.5B in annual revenue, and 700K new accounts annually.

Professional Experience

DIRECTV

New York, NY | 5/2023-12/2025

Senior Product Marketing Manager | Marketing Acquisition (Contract)

Developed product strategies that drove targeted marketing tactics to acquire new DIRECTV subscribers, leveraging cross-funnel advertising to optimize engagement and conversions, driving subscriber growth and streaming product adoption in the Connected TV landscape.

- Led campaign strategy, developing unique value propositions and messaging, partnering with GTM teams to execute cross-channel campaigns resulting in 220K+ new subscribers quarterly.
- Executed brand marketing strategies that increased streaming product awareness by 35% and shifted product mix by 7% toward higher-margin streaming products.
- Streamlined campaign briefing process, improving advertising operations, increasing efficiency, and campaign effectiveness.

SPOTIFY

New York, NY | 6/2020-12/2022

Program Manager/Strategic Operations Lead | Spotify Advertising

Led end-to-end product planning, launch readiness, and strategic operations for Spotify's self-serve ad tech platform, contributing to \$1.4B in ad revenue (68% YoY, 2021); selected as Operations Lead for the 100+ person Ad Manager organization.

- Led a cross-functional team of 80+ through the full product planning and launch cycle for Podcast Advertising on Spotify's self-serve Ad Platform, integrating ad creation, ad delivery, brand safety, reporting, and payments. Partnered with sales and marketing teams on launch readiness and GTM execution, driving \$5M in revenue in the initial rollout.
- Launched Spotify Advertising's product marketing website, driving advertiser acquisition and engagement. Developed product strategy, operational frameworks, and end-to-end delivery plan; managed a 30+ person cross-functional team from concept to launch.
- Owned product roadmap planning, PRDs, and cross-functional alignment forums across product, engineering, insights, sales, marketing, and legal, ensuring transparency and launch readiness across all stakeholders.
- Selected as Operations Lead for a 100+ person ads team; drove business planning, prioritization, revenue analytics, onboarding systems, led employee town halls and leadership communications to keep complex, matrixed workstreams on track.

COMCAST NBC UNIVERSAL

New York, NY | 9/2018-6/2020

Program Manager | Experience Design, Digital Home

Led program management for the Xfinity Digital Home web and native applications.

- Drove cross-functional agile delivery for a team of 16 designers, leading sprint planning, backlog grooming, feature prioritization, and business requirements definition aligned with OKRs.

AMERICAN EXPRESS

New York, NY | 1/2016-9/2017

Senior Product Manager | Card Member Acquisition

Managed acquisition website for American Express US Consumer with over 1M monthly unique visitors.

- Led redesign of customer acquisition website, driving an 11% YoY increase in new accounts. Defined UX, creative execution, and agency/technology deliverables.
- Developed customer marketing acquisition strategy for core products, launching campaigns that generated \$3.5B in revenue and 700K new accounts annually.
- Conducted A/B and multivariate testing to optimize performance, refined content strategy, and created a KPI scorecard to track results.
- Ensured compliance with regulatory requirements by collaborating with legal, compliance, and operations teams through a rigorous approval process.

Senior Product Manager | Enterprise Growth

2/2010-12/2015

Led digital new product development for an international portfolio of prepaid products, generating over \$689MM across eight global markets: Australia, Brazil, Canada, China, India, Mexico, South Africa, and UK.

- Led product discovery and strategy, product UX development, user testing, feature prioritization, usability testing, and program delivery for prepaid products.
- Managed one Analyst and two MBA interns; launched a Mentor program to enhance leadership effectiveness and employee satisfaction.

Senior Product Manager | Global Prepaid Services / Personal Savings

4/2008-2/2010

Led Global Prepaid business through strategic online enhancements and marketing initiatives, resulting in \$88M in sales and 60% growth YOY.

- Launched Personal Savings product from 0-1, driving \$1B in deposits and enabling online savings fund management. Defined strategy, UX, and creative for marketing, servicing, and sales websites.
- Led redesign of gift card website and optimized acquisition channels. Conducted user research and multivariate testing, boosting sales, conversion rates, and user satisfaction.
- Developed seasonal Gift Card marketing campaigns executed across Amex.com channels.

Product Manager | Premium Charge Card / Prepaid Services

3/2005-4/2008

- Platinum and Centurion Cards - Led development of premium Cards online experiences, increasing loyalty, deepening user engagement, and driving spend.
- Travelers Cheques and Prepaid Services - Developed strategic vision and customer experience to support new product development for a Teen Card.

Additional Experience

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- **Organic (Omnicom)**, Engagement Manager | San Francisco, CA/New York, NY
 - **Deloitte Consulting**, Creative Services Manager | Foster City, CA

Skills

Product Planning & Strategy | Launch Readiness | Ad Tech | Connected TV (CTV) | Advertising Platforms | Ad Delivery Systems | Brand Safety | Operational Models & Frameworks | Cross-functional Leadership | Stakeholder Management | Go-to-Market Strategy | Revenue Analytics | Tech Partnerships | Matrixed Organizations

Education**University of Colorado, Boulder, CO**

Bachelor of Science (B.S) in Journalism, School of Journalism and Mass Communication