

NIKODEM PEN

Oakland · CA

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Summary

Strategic and data-driven Product Manager with 12+ years of experience leading consumer-facing digital products in retail, e-commerce, and loyalty ecosystems. Proven track record in translating business objectives

into scalable product solutions that increase customer acquisition, engagement, and retention—particularly in grocery, CPG, and omnichannel retail environments. Expertise in managing full product lifecycles from discovery and user research to launch and optimization, using agile methodologies and customer-centric design principles. Adept at aligning cross-functional teams—including engineering, UX, marketing, and operations—to deliver measurable business impact. Deeply experienced in loyalty and rewards programs, with a focus on driving shopper conversion and increasing lifetime value through personalized digital experiences.

Experience

FreshMart Inc. — Oakland, CA

Senior Product Manager, Digital Loyalty & Engagement | 01 Jan 2020 – Present

(Large-scale grocery retailer with 300+ stores, \$8B annual revenue)

- Own product strategy and roadmap for FreshMart Rewards, a national loyalty program with 5.2M enrolled members; increased active engagement by 37% YoY through targeted personalization and gamified experiences.
- Led cross-functional team (12 members: engineering, UX, data, marketing) to redesign the mobile app loyalty dashboard, resulting in a 29% lift in feature usage and 18% increase in redemption frequency.
- Spearheaded integration of online and in-store rewards behavior using unified customer identity resolution; reduced data silos and improved campaign personalization accuracy by 42%.
- Developed and launched “Member Boost Days” — time-limited promotional events tied to purchase behavior — which drove a 22% increase in average spend among loyalty members.
- Authored 120+ user stories per quarter with clear acceptance criteria and dependency mapping; maintained 98% sprint completion rate across multiple agile pods.
- Partnered with user research and UX teams to conduct 6 end-to-end usability studies annually, leveraging insights to refine onboarding flow — decreasing drop-off by 33%.
- Delivered a business case with projected ROI of 4.2x for a new tiered loyalty model, approved by C-suite and rolled out in 2023; now contributing 14% of total incremental revenue.

FreshMart Inc. — Oakland, CA

Product Manager, E-Commerce Experience | 01 Jun 2017 – 01 Dec 2019

- Owned end-to-end user experience for grocery e-commerce platform, including browse, search, cart, and checkout flows.
- Improved conversion rate by 19% through streamlined checkout redesign and one-click reorder functionality.
- Led integration of real-time inventory visibility between stores and online channels, increasing fulfillment accuracy to 96%.
- Collaborated with CPG brand partners on sponsored featured placements, generating \$4.3M in co-marketing revenue over 18 months.
- Piloted personalized product recommendations using machine learning models; increased average order value by \$6.45.
- Managed discovery and scoping for curbside pickup enhancements, supporting a 300% increase in demand during 2019 holiday season.

UrbanCart LLC — San Francisco, CA

Product Lead, Consumer Digital Platforms | 01 Mar 2014 – 01 May 2017

(National online marketplace for CPG & household essentials, acquired in 2019)

- Scaled digital product offerings across mobile and web, serving 2.1M monthly active users.
- Developed MVP of a subscription-based replenishment program, which achieved 27% conversion from trial to paid and \$14.5M in annual recurring revenue within 18 months.
- Directed a team of 3 associate product managers; mentored in agile practices, customer research, and roadmap execution.
- Partnered with fraud analytics team to redesign account security features, reducing fraudulent account creation by 61%.
- Conducted competitive analysis across 8 key players, informing positioning of loyalty rewards and cashback incentives that led to a 23% increase in user retention.
- Managed integration with third-party delivery APIs (DoorDash, Instacart) to expand same-day delivery footprint to 92% of urban markets.

UrbanCart LLC — San Francisco, CA

Associate Product Manager | 01 Aug 2012 – 01 Feb 2014

- Supported development of core shopping features: search filters, promotions engine, and ratings/reviews system.
- Authored user stories and managed backlog for A/B testing framework; executed 18 experiments in first 18 months, 11 of which led to production changes.

- Collaborated with data scientists to define KPIs for user engagement and retention; implemented cohort dashboards used by leadership.
- Played key role in redesign of mobile app home screen, which contributed to a 15% increase in session duration.

Golden State Retail Group — San Jose, CA

Internship: Business Analyst, Digital Innovation | 01 Jun 2011 – 01 Aug 2011

- Supported early-stage ideation for digital loyalty pilot program; analyzed customer segmentation data to identify target demographics.
- Conducted usability walkthroughs of prototype mobile app and compiled feedback for UX team.
- Presented findings to senior stakeholders; recommendations included in final go-to-market strategy.

Education & Training

MBA, Strategy & Marketing

Haas School of Business, University of California, Berkeley

– 01 May 2012

Bachelor of Science, Information Systems & Business Analytics

University of California, Davis

– 01 Jun 2010

Skills

Product Management, User-Centered Design & Research, Digital & E-commerce Platforms, Loyalty & Engagement, Data & Analytics, Agile & Project Management, Technical Proficiencies, Business & Strategy, Soft Skills

Languages

English | – Present

Native

Spanish | – Present

Professional Working Proficiency

Certifications

Certified Scrum Product Owner (CSPO) | 2017

Scrum Alliance

Product Management Certification | 2016

Product School

Google Analytics Individual Qualification (GAIQ) | 2020

Google

Awards

Increased loyalty program engagement by 37% YoY | – Present

through personalized reward pathways and behavioral nudges, directly contributing to \$12M in incremental annual revenue.

Boosted e-commerce conversion rate by 19% | – Present

via checkout optimization and UX improvements, equating to \$8.7M in additional sales annually.

Launched a subscription replenishment program | – Present

at UrbanCart that achieved \$14.5M in recurring revenue within 18 months of MVP.

Reduced account fraud by 61% | – Present

through redesigned authentication flows and risk-based verification.

Doubled mobile app adoption among loyalty members | – Present

by streamlining enrollment and integrating push notification engagement campaigns.

Scaled same-day delivery availability to 92% of urban markets | – Present

via API partnerships, increasing customer satisfaction scores by 31 points.

Interests

Behavioral economics | – Present

retail tech innovation | – Present

hiking in the East Bay Regional Parks | – Present

cooking with seasonal ingredients | – Present

References

References available upon request