

Jordan Steinert

Product Manager & Digital Strategist

Experience

2019 - present

Lead Product Manager, Digital Innovation
Northwestern Mutual

Evaluate and test new business models and products to drive revenue and customer acquisition

- Managed the innovation product lifecycle for 8 experiments, including: problem and opportunity validation, vision and roadmapping, MVP development, hypothesis testing and recommendations to close/scale the solution—resulting in \$10M+/year in value
- Evaluated 6 ideas that were not pursued due to lack of return or business value
- Led cross-functional teams in product development for personal financial management, consumer/B2B payments, fraud reduction, field force enablement and workflow automation
- Created an innovation playbook and coached team members on efficient and effective product experimentation methods and best practices

2019 - present

Marketing Consultant
Zoup! Eatery

Provide marketing strategy and digital consulting for 80+ unit restaurant franchise, franchise sales and the restaurant's CPG broth business.

- Created marketing strategies and promotions that generated 3x+ ROI (sales/transactions) and increased adoption of digital ordering and off-premise channels
- Improved guest frequency by 18% over 6-month period through a system-wide SMS and tablet-based loyalty program
- Led the re-build of ZoupFranchise.com and devised a new digital lead generation strategy—creating a 220% increase in lead conversion rate and 33% decrease in bounce rate
- Launched Zoup!'s broth eCommerce website and provided tools to measure new customer acquisition tactic effectiveness (shopper marketing, couponing, influencer marketing, etc.)

2017 - 2019

Product Owner, Digital Innovation
Codeworks Inc

Product owner on Northwestern Mutual's digital innovation team delivering technology that solves complex challenges for the company

- Launched the company's first mobile commissions and rewards app for financial advisors—achieving 60%+ field adoption (second highest among all available apps)
- Delivered the company's first public-facing innovation website (innovation.nm.com)—generating 10K+ unique visits and multiple venture capital leads within three months of launch
- Created an estimated \$780K/year in company savings through new applications using agile methodologies to achieve product vision

2016 - 2017

Social Media Team Leader
Bader Rutter

Directed the social media team and offering at Wisconsin's largest B2B marketing agency

- Redefined the agency's social media vision, approach, services, standards and team structure to compete with consulting firms and remain competitive in B2B marketing
- Provided social media training/coaching and served as lead strategist—resulting in two new client accounts and a 5% increase in revenue
- Implemented the agency's first social media competitive insights platform and assisted in creating an automated organization-wide social media reporting dashboard

2013 - 2016

Sr. Digital & Social Media Manager
Cousins Subs

Led the brand's digital strategy and served as digital product manager for 100+ unit restaurant franchise

- Served as lead for all digital channels, including consumer and franchise websites, online ordering, egift, point-of-sale, CRM and new marketing technology initiatives
- Integrated digital media into the national promotions strategy to increase web traffic 76%, online orders 110%, and digital ad conversion 22% in a two-year period
- Awarded Placeable.com's NatLo 150 for Local Digital Marketing (Rank: 45/150)

Education

2006 - 2010

University of Wisconsin Oshkosh - B.S. (Journalism)

- Multi-Year Dean's List / Honor Roll | Beta Theta Pi Fraternity, Vice President | National Greek Honor Society | National Society for Leadership & Success

Personal Info

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Certificates

2019
Agile Certified Practitioner (PMI)

2016
Certified Associate in Project Management (PMI)

Skills

Customer Development

Product Strategy

Problem Solving

Data-Informed Decision Making

Tools and Tech

Product Software (JIRA / Azure Devops)

Analytics Platforms (Google, Adobe)

User Insights (AlphaHQ, UserTesting)

Experimentation Suites (Google Optimize)

Personal Interests

Business Reinvention

Podcasts

Outdoor Recreation

Travel

Gaming