LUKE WOLTER MBA

Product Management Leader | Product Strategy & Innovation | SaaS Expert

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Summary

Product Executive with 25+ years in fintech and media, driving transformative innovations and scaling SaaS products for multibillion-dollar revenue growth. Strong track record forging alliances, optimizing B2B/B2C platforms, and deploying AI/ML for automation and superior experiences, while leading global teams through agile approaches to deliver exceptional business outcomes.

Key Achievements:

- **Revenue Growth Success:** Orchestrated global strategies for a $9B B2B portfolio at EY, aligning cross-functional teams to achieve 24% international growth via AI-driven innovations and strategic roadmap execution.
- **Product Development & Business Innovation:** Launched 5 digital media businesses at AOL, generating $50M incremental annual revenue through data-driven optimizations and continuous improvement.
- **Subscriber Growth Success:** Founded and scaled a SaaS startup to product-market fit with 1,300+ subscribers, exceeding first-year financial targets by 260% using user feedback, customer research, and agile roadmapping.
- **Strategic Partnerships:** Developed and launched joint products used by tens of millions of consumers with partners growing the line of business to $150M+ annual revenue.

Experience

EY
Atlanta, GA

Managing Director - Global Product Management Leader
03/2017 - Present

Directed a 20+ cross-functional teams in developing and driving B2B product lifecycles on tech such as SAP, ServiceNow, and Azure, leveraging AI and market research to drive business performance and growth.

- Orchestrated planning and investment prioritization for a $9B product portfolio, aligning business plans with strategic goals, ROI, risk mitigation, resources, client value, feasibility, compliance, and market analysis.
- Optimized operating models for global teams, integrating AI-driven processes to enhance operational efficiency, reduce risks, and support scalable growth.
- Built scalable product teams (managers, architects, modelers), fostering data-driven decisions via KPIs and feedback, accelerating innovation and continuous improvement.
- Refined go-to-market strategies and regional adaptations, driving 24% international growth, elevating retention KPIs (e.g., NPS), and sustaining revenue growth in global markets.
- Secured multi-million-dollar initiative approvals through executive presentations and stakeholder relationship building.
- Led GenAI/ML initiatives for fraud detection and SOC 2 automation, improving real-time anomaly detection accuracy by 20% and reducing headcount by 15%, establishing EY as a fintech leader.
- Managed firm-wide strategic initiatives: Developed legal toolkit with contracting guidelines and templates; authored technology costing/pricing guidance; conducted risk analysis on top 100 deals, driving key contracting changes.

Equifax
Atlanta, GA

Senior Product Manager - Consumer Facing Financial Services Products
10/2015 - 02/2017

Led replatforming, redesign, and launch of Equifax.com, MyEquifax, and FACTA platforms, improving access for 10M+ monthly users and enabling new cross-sell opportunities via customer-centric design.

- Boosted user engagement by 30% through engineering collaborations, A/B testing, and KPI monitoring, enhancing retention and productivity.

AOL
New York, NY

General Manager - Head of Product
01/2011 - 09/2015

Launched 5 profitable digital media businesses, sustaining $50M revenue growth through data-driven strategies and audience expansion.

- Recruited and led global cross-functional teams in product management, engineering, editorial/digital content, marketing, and UX, demonstrating leadership, effective communication, and hiring/onboarding skills.
- Delivered public-facing communications for media releases and customer events, enhancing brand visibility.
- Presented compelling strategies to CEO and C-suite executives, securing approvals for multimillion-dollar initiatives.
- Developed multi-year roadmaps aligned with market trends, executing GTM, P&L accountability, business management, and digital product strategies across SEO, ASO, OTT for enhanced customer experience, usability, monetization, and NPS.
- Directed agile sprints with A/B testing to optimize web, iOS, Android, and OTT platforms in ambiguous, fast-paced conditions.

Experience

Streamroll
Atlanta, GA
09/2010 - 12/2011

Head of Product

Founded startup delivering SaaS solutions for housing industry, achieving product-market fit and growing to 1,300+ subscribers, exceeding financial targets by 260% in a bootstrapped, high-growth environment.

- Conceived product vision, business strategy, roadmap, go-to-market, marketing, and operations, defining UX design and technical blueprint (WCAG, LAMP, AWS, Google Cloud) to address customer needs.
- Led pricing, positioning, sales, and customer acquisition for rapid revenue growth while managing ambiguity.

Yahoo!
Sunnyvale, CA
04/2002 - 08/2010

Senior Director of Product Management

Ideated and launched joint digital products with partners like General Motors, Toyota, and Southwest Airlines, growing branded media business to $150M+ revenue through market intelligence, strategic thinking, emerging technologies, and smart GTM.

- Managed product expansions through sales and partnership collaborations, driving significant revenue via joint solutions.

XOR
Atlanta, GA
05/2001 - 04/2002

Principal Product Manager - Management Consulting

Led technical architecture, development, and launch of Citgo.com and Empire Blue Cross Blue Shield's online patient portal.

Accenture
Atlanta, GA
05/1996 - 05/2001

Consulting Services Manager - Technology

Management consulting leader directing digital transformations and enterprise software for clients like Chase and CNA.

United States Marine Corps
Milwaukee, WI
05/1992 - 05/1998

Non-Commissioned Officer (NCO)

Awarded Selected Marine Corps Reserve Medal, National Defense Service Medal.
Honed high-stakes decision-making, team motivation skills, and ability to lead fast-paced teams under ambiguity, skills directly applied to leading agile product teams in high-pressure environments.

Education

Colorado State University
Fort Collins, CO
08/2006 - 05/2009

Master's Degree - Master of Business Administration - MBA

Milwaukee School of Engineering
Milwaukee, WI
08/1992 - 05/1996

Bachelor of Science - BS, Management Information Systems

Certifications

Agentic AI and AI Agents — Vanderbilt University

Developing AI Applications on Azure — LearnQuest

Artificial Intelligence Badge — EY

Certified Product Manager (CPM) — AIPMM The Association of International Product Marketing and Management

Product Management Professional Certificate — Aha!

SAFe Agilist (SA) — Scaled Agile, Inc.

ITIL 4 Foundation (ITIL4) — PeopleCert - AXELOS

Skills

Leadership: Executive Communication, Team Building, Cross-Functional Leadership Experience, Presentation Skills.

Product Strategy: Portfolio Management, Market Analysis, P&L Management, Agile/Scrum, Lean, OKRs, Performance Metrics.

Innovation: Entrepreneurial Mindset, AI/ML Integration, Design Thinking, Analytical Problem-Solving.

Technical Expertise: SaaS Scaling, Cloud (AWS/Azure), UX Best Practices, Tools (Aha!, Confluence, Devin, Figma, GitHub, Jira, n8n).