

JON ONEILL

DIRECTOR OF PRODUCT | PRODUCT, OPERATIONS, AND ANALYTICS

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SUMMARY

Seven years across product management, business operations, strategy, and analytics, starting at Zillow in September 2019. I turn manual, ad hoc processes into automated, data backed systems, then use the resulting data to guide product, pricing, and go to market decisions. My background spans SaaS product launches, underwriting and pricing platforms, and running the operations of a service business with software. Looking for a product role where operational execution and product thinking meet.

WHAT I BRING

Product strategy | Operating systems and automation | Data driven decisions | Commercial scoping and pricing
Team building and training | Go to market planning

EXPERIENCE

Zoom Drain Phoenix | Director of Operations 2023 to Present

- Rebuilt job intake as an automated pipeline connecting a vendor portal, a CSM, and VOIP customer messaging, replacing a manual handoff and cutting average booking time by three hours.
- Built automation workflows in the company's job booking and phone software that lifted speed to lead 300%, grew weekly revenue 10 to 15%, and cut office labor spend about 30%, for close to \$40,000 in savings a year.
- Wrote an operating system so dispatch could run automatically instead of through a person, then hired and trained the office team that kept it running.
- Wrote SOPs for inventory tracking and built in house tooling that turned estimate writing into a guided process, so technicians with no pricing background could quote jobs accurately.
- Used booking and revenue data to shape marketing spend and go to market strategy.
- Scoped, priced, and won commercial contracts including sewer lateral reroutes and multi crew renovation projects, negotiating added scope directly with property and facilities stakeholders.

Livable | Head of Product Sep 2023 to Jul 2024

- Took a new SaaS offering from concept through full public launch, acquiring 2,000 units in the first four months.
- Landed an enterprise integration campaign that added thousands of units and created evergreen onboarding exposure to a base of 8M units.
- Drove a 35% increase in customer satisfaction and retention by restructuring the feature roadmap around direct user feedback.
- Presented product strategy and performance to the board and C-suite monthly, tying roadmap decisions to market trends and competitive positioning.
- Hired, trained, and mentored product managers, designers, and business analysts, building the product function as the company scaled.

Stoa | Senior Product Manager, SaaS & Data Integrations May 2022 to Jul 2023

- Owned Portico, the pricing platform used by 40 analysts to underwrite hundreds of millions of dollars in residential real estate, from ideation through delivery with offshore and domestic engineering teams.
- Compressed underwriting cycle time by 85%, enabling over \$1B in real estate to be underwritten and \$300M in completed purchases.
- Audited 22 data vendors and consolidated to 6, cutting spend company-wide while improving data quality.
- Introduced machine learning and process automation across the underwriting workflow, producing up to \$4M in labor savings.
- Rebuilt the end-to-end data integration process, cutting integration time 40% and improving data accuracy 25%.

HomeLight | Product Owner, Acquisitions Mar 2021 to May 2022

- Designed and implemented the underwriting model behind the Cash Close line of business, an \$800M annual book.
- Built a product that generated 300 automated offers per month, transforming outbound acquisition efficiency for the company's largest client.

PROJECTS

Ecclesio | Church operations software, side project

Dec 2025 to Present

- Directed a contract engineering team through the first build, then took over as sole maintainer, shipping a church operations product from zero to beta in four months.
- Designed the system so each church's data lives in its own separate database, protecting the privacy of children's check in records and cutting payment card exposure through tokenized payments.
- Rebuilt the core dashboard calculation so it loads in about 50 milliseconds instead of two seconds.

EDUCATION

Tracked Ltd.

Jul 2022

Engineering and Product Analytics

Springboard

May 2020

Econometrics, Statistical Analysis, and Multivariate Regression