

Ethiopia Rabb

Senior Product Manager

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A results-driven Senior Product Manager with 8+ years of experience delivering technical products across both enterprise and startup environments. Skilled in defining roadmaps, setting requirements, and driving cross-functional execution. Recent work includes leading predictive modeling and AI/ML initiatives at a Fortune 100 company and launching a SaaS tournament platform.

PROFESSIONAL EXPERIENCE

Senior Product Manager | Home Depot

May 2025 - present

- Lead cross-functional development of a machine learning platform designed to orchestrate personalized customer engagement across marketing channels by incorporating reinforcement learning and customer behavioral signals.
- Defined roadmap, aligned stakeholders, and led model validation efforts, including a recent test that generated \$6.3M in incremental revenue and a 20–30% lift in email click-through rates compared to existing business logic.
- Spearheaded productionization of ML models by coordinating efforts across MLOps, Data Engineering, Marketing, and Personalization teams, enabling scalable deployment and consistent prioritization logic, led agile ceremonies of a team of 6.

Founder & CTO | Bowling Champ

Dec. 2024 - present

- Built and launched a niche SaaS platform for bowling tournament hosts to manage online registrations, payments, brackets, and bowler data—targeting 10,000+ US tournaments annually; led product strategy, roadmap, and launch execution from 0 to MVP in 12 weeks.

Technical Product Manager | Mailchimp

Feb. 2020 - Sep. 2024

- Drove the rebranding and market repositioning of Mailchimp developer tool, Transactional (formerly Mandrill), resulting in a 10% increase in monthly revenue and a 115% rate of new user acquisition.
- Led the migration of the Mailchimp application from collocated servers to AWS Cloud allowing the app to scale and increasing site reliability
- Collaborated with Sales and Marketing to design a centralized data storage solution for prospective customers, empowering the Data Science team to implement ML models for accurate predictions of activation
- Partnered with technical engineering platform and 4 product teams to establish and manage synchronized roadmaps, ensuring parallel development of new features and core technical functionalities for faster releases.
- Directed 6 product teams, prioritizing objectives, defining roadmaps, setting KPIs, and facilitating daily agile ceremonies to enhance team performance.
- Coordinated cross-functional team efforts to meet an accelerated release timeline for a new e-commerce and scheduling product, achieving 110% projected customer engagement within three months.

Software Engineering Manager | Mailchimp

Jul. 2017 - Feb. 2020

- Managed cross-functional product teams in the delivery of Landing Pages, E-Commerce, and Websites, ensuring the high-quality software solutions aligned with project timelines and business goals.
- Spearheaded the evaluation and selection of a new JavaScript framework for Mailchimp's app rebuild, streamlining future technical decision-making processes
- Led recruitment efforts to expand the engineering department by 35%, successfully interviewing and hiring top talent to meet growing demands.
- Developed a new engineering skills rubric to standardize the promotion process, resulting in increased morale and a clear understanding of growth areas, quantifiable by standardized levels and promoting based on key traits.
- Organized a company-wide internal hackathon, engaging 21 cross functional product teams to encourage creative problem-solving and collaboration

Associate Technical Director | Hothouse Inc.

Jun. 2015 – Jul. 2017

- Developed a custom asset management platform for NBC, enabling efficient organization, access, and approval of Olympic assets across 500 affiliate networks, significantly improving communication and workflow.
- Led a development team of 5 engineers in delivering high-quality digital projects, ensuring alignment with project goals and client expectations.
- Streamlined internal processes to enhance efficiency and foster collaboration between the technical and creative teams by introducing weekly sync meetings.
- Provided mentorship to junior team members, facilitating their professional growth and integration within the team.

Senior Front-End Engineer | Coca-Cola

Nov. 2014 – Jun. 2015

- Developed and maintained front-end components for web applications, ensuring seamless integration with Coca-Cola’s existing SharePoint infrastructure.
- Collaborated with cross-functional teams to deliver user-friendly interfaces that aligned with Coca-Cola’s brand standards and technical requirements.

Lead Full Stack Developer | Banyan Communications Inc.

Feb. 2012 – Nov. 2014

- Spearheaded the development of multiple web and mobile applications, ensuring alignment with client needs and technical requirements.
- Presented strategic direction for digital projects, including creating wireframes, site maps, and interactive prototypes to guide development.
- Established coding standards to enhance consistency and efficiency across the company’s development processes.
- Acted as the primary liaison with independent contractors, managing day-to-day operations and ensuring seamless collaboration within the development team.

CORE EXPERTISE

Skills	Tech Stack
Cross-Functional Team Leadership	JavaScript
Product Roadmap Development	ReactJS
Technical Decision-Making	Frontend Frameworks
Agile Methodologies	Backend Development
Qual. & quant. research	MySQL/SQL
Feature prioritization	Cloud Storage
UI testing and design optimization	JIRA
Wireframe/Prototypes	

EDUCATION

Georgia Institute of Technology | M.S. | Digital Media
Spelman College | B.A. | Mathematics