Jeff ErnstFriedman

Strategic, data-driven Product Marketing Manager with 8+ years of experience launching B2B SaaS tools, building reporting dashboards, and leading data-informed go-to-market strategies. Skilled in translating complex technology into clear, compelling messaging and campaigns that drive adoption, reduce friction, and create community momentum.

RECENT EXPERIENCE

LooseGrip, Remote — *Project Manager*

Led go-to-market strategy, onboarding content, and positioning for developer-facing tools and internal workflow systems built for b2b clients. Designed and launched a dynamic web site to replace a static quarterly PDF report, resulting in a YoY lift in engaged sessions by 20% , growth in users by 5% , and a boost in dwell time by 20-seconds in year two. Built and implemented an automated intake workflow that reduced campaign turnaround time from 15 to 10 days and cut partner communication steps by over 65%. Built custom Looker Studio dashboards to track marketing campaign performance, website engagement, and content effectiveness—enabling clients to make data-driven decisions and refine messaging based on real-time insights. Directed partner marketing drives for clients including ePlus, Cisco, Nutanix, RingCentral, Logitech, and Lenovo.

OpenTravel Alliance, Remote — *Executive Director*

Directed product strategy and go-to-market efforts for a travel data API standard adopted by enterprise SaaS providers, positioning OpenTravel as a scalable integration layer for business-critical data exchange. Spearheaded strategic shift in thought leadership outreach by expanding focus from travel-specific stakeholders to the broader developer community—coordinating webinars and conference appearances that reached 2,000+ travel tech professionals.Managed beta programs and partner feedback loops, led launch planning for new specifications, and developed industry-facing documentation and sales collateral.

Linux Foundation, San Francisco — *Program Manager*

Created and standardized onboarding toolkits, contributor documentation, and community guidelines across 10+ open source projects—reducing contributor friction and accelerating ramp-up time across diverse developer communities. Launched project's first annual conference and meetup series; coordinated sponsorship and collaboration with third-party events; increased steering committee participation by 300%. Developed and executed community campaigns including member spotlights, new release series, and swag-driven contributor engagement to boost visibility and participation. Unified brand messaging and communications across multiple open source projects through style guides, web and event presence.

MapLight, Berkeley — *Research Director*

Principal researcher, data analyst, and content creator for one of the nation's premier campaign finance research organizations. Managed collection and integrity of the organization's proprietary SQL database.

CONTACT & PROFILES

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TOOLKIT

Projects – Websites, Mobile Apps, Executive Dashboards, Social Campaigns, Presentations, Brand Identity Packages, Trainings, Annual Reports

Industries – Non-profit, Government, Open-Source, B2B, Trade Associations

Design – SQL, Excel, Tableau, Looker Studio, OpenAI

Program management – ClickUp, Asana, JIRA, Trello, GitHub, Google Analytics

Ad platforms – YouTube, Facebook, Twitter, LinkedIn, Reddit, Pinterest, and Stack Exchange

Certifications Education – Google Product Management,
Scaled Agile Framework – SAFe 4 Agilist

Education – California State University, Chico: Journalism

ABOUT ME

I focus on untangling the points of friction, isolating the factors that cause slowdowns, and making the precise adjustments that turn complexity into clarity—so the work moves forward with purpose and measurable impact.