

Jessica Primavera

Seattle, WA

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SUMMARY

Product leader with 20 years of experience driving strategy and execution across marketplaces, fulfillment, personalization, and social commerce. Builds and scales cross-functional teams and multi-surface platforms that use ML and AI to deliver measurable impact, sets direction independently, and aligns senior stakeholders at Uber, TikTok, Expedia, and Amazon.

PROFESSIONAL EXPERIENCE

Uber, Seattle WA

Sep 2025 – Present

Lead Manager, Product – Grocery & Retail Fulfillment

- ◆ **Fulfillment Platform Leadership:** Managed a five-seat PM team (four direct reports plus an open senior req) and led Uber's Grocery & Retail Fulfillment vertical (Catalog Fulfillment, Fulfillment Optimization, Shopper Proficiency pods) with engineering and data science counterparts, while personally owning the most complex program, Top Shopper. Accountable for Found Rate, Defect Rate, Completion Rate, and VC per Trip; drove shopper Found Rate to an all-time high in H1 2026 and represented the vertical in CPO strategy reviews.
- ◆ **Top Shopper Quality & Loyalty Program:** Extended Uber's Earner loyalty platform (Eats Pro) into Top Shopper, Uber's first shopper-facing grocery quality program (41-city pilot Jan 2026; US launch Aug 2026, announced by the CPO). Delivered measurable gains in Found Rate and Fulfillment Rate; top shoppers earned more per hour and completed meaningfully more trips. Designed the v2.0 composite score and the switchback test that gave leadership a science-backed cost bound.
- ◆ **Efficiency & Unit Economics:** Guided Fulfillment Optimization to material annualized variable-contribution gains with Marketplace (lower cost per trip, higher batching), improved completion rate from Order Savings, and additional annualized savings from partial-delivery remediation; expanded Shopper Pick & Pack to new markets.
- ◆ **Catalog & AI Inventory Accuracy:** Took over Catalog Fulfillment; piloted computer-vision Stock Checks (high-precision Found Rate gains) and shelf-tag photo capture (further Found Rate gains); authored the 2027 planning guide that plans the fulfillment loop by impact, not by pod.

TikTok/ByteDance, Seattle WA

Oct 2023 – Sep 2025

Head of Product (GPM), TikTok Shop – PDP, Reviews & Trust

- ◆ **AI Review Summaries Platform:** Conceived and launched TikTok Shop's GenAI review summarization (paired Summary and Insights models) on the PDP and in Seller Center, creating the platform that feeds review insights into merchant success tooling; meaningful conversion uplift among engaged shoppers.
- ◆ **Review Supply & Quality:** Grew 15-day and detailed review rates substantially in one quarter via item-level structured reviews, in-email quick review, and incentive experiments in 6 markets; expanded coverage YTD; campaign launch time cut from days to hours.
- ◆ **PDP Conversion Experimentation:** Ran PDP review experimentation end to end: sized ingresses across flows reaching millions of weekly users and shipped A/B winners (item-level reviews and email-submit conversion gains).
- ◆ **Platform & Team Leadership:** Led a four-seat PM team across Reviews and PDP (GPM-level scope); authored the 3P Reviews API case (multiple syndication partners across hundreds of thousands of merchants); drove the backend refactor and SEA/SA experience unification.

Expedia Group, Seattle WA

Sep 2020 – Oct 2023

Director of Product – Social Commerce & Platform Solutions

- ◆ Led Open World, Expedia's white-label B2B platform that let partner brands run Expedia's travel technology as their own (e.g. Amex Travel, powered by Expedia); owned API and SDK for Fraud, Hotel Booking, and Loyalty as a Service.
- ◆ Authored one of Expedia's first white papers on discovery and social commerce, secured funding, and launched the team behind the company's Meta (WhatsApp and Messenger) and TikTok shopping partnerships; led the Expedia app's extension onto ChatGPT in the early plugin program.
- ◆ Co-built experiment with TikTok to drive users into native shopping; sharply reducing checkout funnel drop-off in the native shopping test.

Director of Product – Mobility eCommerce

- ◆ Built a new team to develop mobility product capabilities and experiences. Set a 2-5 year experience vision and roadmap and unified solutions across Expedia brands' tech stacks.
- ◆ Managed a dev team of 15+ (two dev managers) to rapidly build and test features in growth categories; winning features improved purchase conversion substantially in tested flows. Led XD in developing visionary and tech-ready designs.

Likewise, Seattle WA

Apr 2020 – Sep 2020

Sr. Manager of Product – Recommendations & Community Experience

Likewise (funded by Bill Gates' family office) recommends movies, podcasts, and books using predictive personalization.

- ◆ Managed product team of five, comprised of product managers, data scientists, and designers.
- ◆ Developed product vision and feature portfolio. Defined product metrics, objectives, and key results. Regularly presented the product vision and progress to the C-suite and board members.

Unbound World, Seattle, WA

Aug 2019 – Apr 2020

CEO & Co-founder

- ◆ Built and managed a team of 10, to include 3 manager-level employees, to design, develop, and launch the beta version. Bootstrapped initial phases and subsequently raised \$100K in pre-seed funding to invest in product market fit.
- ◆ Developed the host pipeline and onboarded them onto the platform and increased host's bookings by 25%. Built a community of hosts operating on the multi-day group trip cottage industry.

Amazon, Seattle, WA

Feb 2017 – Dec 2019

Lead Product Manager (Technical) – Fashion Personalization & Social Commerce

- ◆ Built Amazon Fashion's Profile platform and its first ML clothing-recommendation engine, the foundation that Fashion personalization, The Drop, and Instagram/Live Shopping were built on; nine-figure incremental annual revenue.
- ◆ Built scalable product pipelines and rapid testing methodologies to improve predictive model accuracy.

Senior Product Manager (Technical) – Fresh & Prime Now Delivery Experience

- ◆ Worked across 17 teams to unify the web and mobile grocery-delivery stack and ship customer-facing delivery features; managed a junior TPM and PM.
- ◆ Owned Fresh & Prime Now grocery ordering and delivery experiences across web and mobile; merged the two technical stacks into a unified Amazon stack.
- ◆ Launched 6 large-scale products, positively impacting both top-line revenue and bottom-line cost savings.

PwC, Boston, MA

Sep 2014 – Feb 2017

Global Apps Product Manager

- ◆ Managed team and budget for PwC's 'Industrial Internet' app portfolio (machine learning, big data, IoT) that ingests machine data, analyzes it in real time, and adjusts operations.
- ◆ Led development of the Supply Chain Opportunity and Optimization Platform (SCOOP), giving clients fact-based supply chain diagnosis and foresight; generated \$5.5MM influenced revenue in FY16 and \$18MM globally in FY17.
- ◆ Launched the global apps program, establishing controls and delivery tracking across a complex global environment.

Senior Product Consultant

- ◆ Managed 5+ junior product consultants across supply chain, inventory optimization, and third-party risk engagements; sized \$14-\$36MM in inventory reduction for a major C-Store chain.

Target, Minneapolis, MN

Jul 2006 – Jun 2014

Product Owner - eCommerce & Supply Chain Optimization

- ◆ Led a team of 3PLs, application owners, and technology architects to deliver ideal SAP and Manhattan WMS technical and business architecture for eCommerce expansion into Canada
- ◆ Increased throughput in automated receiving from 50% to 70%; saved \$3.2M for distribution.

EDUCATION

Accredited Certificates

- ◆ **Section4 (Berkeley & NYU):** Innovation Strategy, Business Strategy, Product Strategy, and more
- ◆ **General Assembly:** Product Management, UX Design (Figma & Invision), Digital Marketing, Business Analytics

Master of Business Administration

May 2013 – May 2014

Boston University Graduate School of Management, Boston, MA
Women's MBA Association | Cohort Cup Rep | Graduate Assistant

Bachelor of Science, Operational/Industrial/Supply Chain Management

University of Alabama, Tuscaloosa, AL
Graduated Cum Laude | Alpha Kappa Psi Executive Committee

AWARDS & ACTIVITIES

- ◆ Synapse Pitch Competition 2nd place (Feb 2020); Babson WINlab Start-up Accelerator (Sep 2019 – Feb 2020)
- ◆ Represented Amazon at Grace Hopper (2018, 2019); pitched at TechCrunch; won the 2018 Greylock Award
- ◆ WELL Seattle chapter board member (+10% chapter growth); camped on all 7 continents; visited all 7 Wonders of the World