JAMES LAURENTI

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EXPERIENCE

GRUBHUB   **Boston, MA**
                                                                                                                      2025

Staff Product Manager, Care - *Enhancing retention through CX and personalization.*

- Championed integration of a consumer segmentation platform into Care systems, cutting experiment setup time by 50% (~2 weeks) and unlocking 50+ new targeting criteria to accelerate personalized retention treatments.
- Defined a retention-focused metrics framework and Daily Transactions Saved model, enabling Care to measure impact comparatively with acquisition and conversion-driven growth teams.

Senior Product Manager – New Verticals Supply - *Scaling Grubhub's marketplace into grocery,*   **2022 – 2024**
alcohol, and retail.

- Enabled Weighted Items for per-pound grocery pricing, unblocking 40% of Grocery merchant TAM long-term and scaling to 500+ daily orders within 3 months of launch.
- Drove 27% order growth across key retailers by modernizing catalog infrastructure, enabling 15K+ item menus with images and dynamic updates.
- Cut new alcohol market launch time by 50% by redesigning the GTM playbook and aligning Legal, Compliance, and Merchant teams, saving 28 total weeks as we expanded alcohol from 8 to 22 states.
- Doubled integration capacity and cut onboarding time from 20 to 9 weeks by building a standardized flat file ingestion model for NV merchants.
- Sourced and secured City Hive integration to transform alcohol merchant menu quality; boosted Add-to-Bag Rate by 432 bps, grew alcohol menu depth 367%, and improved image coverage from 5% to 95%.

Senior Product Manager – Agency - *Improved retention and insights for white-label ordering.*   **2020 – 2021**

- Lifted reorder rate by 12% by designing and launching a modern points-based rewards system for Smoothie King and other QSR brands.
- Accelerated roadmap velocity by months by implementing GA4 + mParticle tracking, reducing time wasted on misprioritized "bug" investigations.
- Built trust with enterprise clients like KFC and Just Salad by embedding funnel and engagement analytics into onboarding and account support.

DUNKIN' BRANDS   **Canton, MA**
                                                                                                                    2018 – 2019

Product Manager – Web and Mobile - *Drove loyalty and conversion for mobile ordering.*

- Grew loyalty membership 38% YoY by decoupling rewards from stored-value cards, enabling credit card and cash-based participation
- Increased mobile order conversion 725 bps by launching Guest Checkout, streamlining sign-in friction in app ordering.
- Improved attribution and data quality by implementing mParticle CDP across digital channels and marketing systems.

BEVERAGE MEDIA GROUP (Acquired by Provi)
Head of Product – BevSites - *Scaled retailer eComm platform through integrations and UX.*

Cambridge, MA
2012 – 2017

- Grew customer base from 10 to 400 and doubled onboarding velocity from 25 to 50 retailers/year by streamlining setup and sales ops.
- Increased average client revenue 73% between first and final year by improving item discovery, checkout UX, and marketing integrations.
- Built 18 POS system integrations to automate inventory sync and reduce ordering friction for wine & spirits merchants.

SKILLS AND TECHNOLOGIES

- **Data & Analytics** – Proficient in SQL, A/B testing, and funnel optimization to drive data-informed decision-making.
- **AI & LLMs** – Leveraging AI for market analysis, competitive insights, and rapid prototyping
- **Growth & Martech** – Skilled in product analytics, engagement tracking, and marketing attribution using tools like Google Analytics, mParticle, and Braze.
- **Product & Project Management** – Experienced in Agile methodologies, Jira, Asana, and cross-functional stakeholder management.

EDUCATION

BOSTON UNIVERSITY
Bachelor of Arts; Classical Civilization + Ancient Greek and Latin

Boston, MA
2002-2006

- Graduated Summa Cum Laude and inducted into BU chapter of Phi Beta Kappa