

# JERICO MARION LUMANLAN

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Product manager specializing in AI-enabled, revenue-generating, and compliance-driven software across climate tech and e-commerce. Delivered products influencing ~\$1B in annual revenue, generated \$5.8M+ in incremental revenue through experimentation and customer-centric design, and launched AI/ML and regulatory-compliance solutions — including Low Carbon Fuel Standard (LCFS) and environmental credit programs — for enterprise and SMB customers.

**Product Strategy • Growth & Experimentation • AI/ML Products • Regulatory Technology • Roadmapping • Customer Research**  
**• Data Analytics • Marketplace Products**

## SELECTED ACHIEVEMENTS

- Generated **\$5.8M+ in incremental revenue** through e-commerce experimentation and journey optimization at Staples.
- Owned digital commerce programs influencing **~\$1B in annual revenue**.
- Cut environmental-credit reporting workflows **~80%**, enabling scalable multi-market compliance operations.
- Improved AI-powered returns prediction accuracy from **40% to 85%** for enterprise retailers (REI, Nordstrom).

## EXPERIENCE

### XPANSIV — Somerville, MA

*Product Manager, Managed Solutions (Clean Transportation) | Dec 2025 – Present*

- Define requirements for scalable compliance-reporting infrastructure powering environmental credit generation (LCFS, EV credit programs) across multiple U.S. state and Canadian markets.
- Designed and launched a bulk-upload tool for multi-account EV-charging usage reporting — automating the data backbone of credit generation — cutting manual effort from 2–3 hours to under 30 minutes (**~80% reduction**).
- Led the product's launch into New Mexico, a new U.S. state compliance market, unlocking a new revenue stream and expanding the platform's regulatory footprint.
- Pioneered the product area's first Voice-of-Customer program, mining Salesforce support cases to surface 42 recurring payment and banking issues and convert chronic support volume into a prioritized product backlog.
- Built a client revenue-segmentation business case linking **\$326K** in revenue to clients hitting workflow friction — showing the top 15 clients drive **~80% of revenue** and reframing product issues as a retention risk.

### STAPLES — Framingham, MA

*Product Manager, Order Management & Subscriptions (AutoRestock) | Aug 2024 – Nov 2025*

- Owned roadmap, experimentation strategy, and KPI performance across AutoRestock (subscriptions), Lists, and Purchase History — Staples' highest-revenue digital commerce programs, driving **~\$1B in annualized revenue**.
- Identified Purchase History as an under-monetized repurchase channel; launched and A/B-tested a "Buy It Again" call-to-action whose winning variant drove **\$3.8M in incremental revenue**, surpassing the 2025 \$4M annual target two quarters ahead of schedule.
- Delivered a streamlined Purchase History experience that unified a fragmented repurchase flow, contributing **\$2M in incremental revenue** through improved user journeys.
- Improved Buy It Again search relevance, **doubling revenue per visitor (RPV)**.
- Built product-performance dashboards tracking KPIs, cutting decision-making time **~60%** and enabling real-time optimization across **\$900M+** in revenue programs.

### PITNEY BOWES GLOBAL ECOMMERCE (NYSE: PBI) — Boston, MA

*Product Manager, Returns Experience (B2B, Enterprise) | Nov 2021 – Jul 2024*

- Led the cross-functional, end-to-end launch of an AI/ML-powered Returns Report, partnering with data scientists to evaluate machine-learning models and with enterprise clients (REI, Nordstrom) to define requirements.
- Improved the report's prediction accuracy from **40% to 85%** through data-quality and architectural enhancements, reducing client cost of goods sold (COGS) **~8%** and cutting where-is-my-return (WISMR) support calls by **45%**.
- Migrated 200+ clients to Pitney Bowes' API, saving **\$0.5M annually** while reducing support tickets by 70%.

### EXPORTA TECHNOLOGIES (backed by Pear VC, Valor Equity Partners) — Boston, MA

*Junior Product Manager | Feb 2021 – Sep 2021*

- Led the launch of a web and mobile Marketplace app to improve buyer onboarding and drive Request-for-Quotation (RFQ) processes, increasing RFQ submissions 20% and sample orders 33%; conducted weekly user research that drove product-market fit.

## EDUCATION

### NORTHEASTERN UNIVERSITY — Boston, MA

*Bachelor of Science in Business Administration, Concentration in Finance; Minor in Graphic & Information Design*

## SKILLS & TOOLS

**Domain & Methods:** Environmental markets (LCFS, environmental credits), regulatory compliance, AI/ML product development, subscriptions, A/B testing & pre/post measurement, Agile/Scrum, product roadmapping, user research & interviews, B2B & B2C SaaS  
**Technical:** SQL, HTML, CSS, JavaScript | **Tools:** Tableau, Google Analytics, Fullstory, Hotjar, UserTesting, Figma, Adobe Creative Cloud, Miro, Salesforce