

Richard Poplawski

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SUMMARY

AI-powered product leader specializing in PLG and marketplace growth. Built activation systems that delivered 40% conversion lifts and 80% early engagement. Led platforms from 0→1 through scale, including a B2B2C marketplace pivot that drove 5× YoY growth.

RELEVANT EXPERIENCE

FormAssembly (Secure Data Collection & Workflow Automation) Remote
Head of Product Led Growth 2024 – 2026

- Increased **40% YoY trial-to-paid conversion** by leading AI-powered onboarding redesign that reduced time-to-first-value from days to hours and achieved **80% day-1 activation**.
- Built a **PLG experimentation engine**, running A/B tests that lifted **AI engagement 13%** and **Test Mode adoption 17%**.

VideoXRM (Product Lead-Consultant) Remote
Product Lead-Consultant 2024

- Shipped **AI-driven video categorization and tagging**, reducing manual content operations by **22%** and improving discovery accuracy across large libraries.
- Redesigned onboarding and early workflows, increasing **trial-to-paid conversion by 14%** and feature adoption by **20%**.

Max Retail (B2B2C Inventory & Marketplace Platform) Remote
Head of Product 2022 – 2023

- Led a strategic pivot from direct B2B to a B2B2C marketplace model, scaling to **600+ retailers** and driving **5× GMV growth**, with **87% of transactions flowing through third-party channels**.
- Scaled the platform to **600+ Shopify retailers and 12 marketplace integrations**, improving supply-demand balance through taxonomy, pricing, and merchandising workflows.
- Automated seller onboarding and inventory workflows with **AI image enhancement and description generation**, reducing onboarding from **3 days to under 24 hours** and boosting activation and retention.

Opportunity@Work (Skills-Based Hiring Marketplace) Washington, D.C.
Director of Product 2018 – 2022

- **Led 0→1 B2B2C talent marketplace launch** and scale to **100+ successful hires** through skills-based matching platform.
- Developed an experimentation framework, increasing recruiter-candidate connections **16%**
- Directed **4 PMs/designers** and reduced delivery cycles from **2-3 sprints to 1** via early validation.

Product Lead 2016 – 2018

- **Built the 0→1 skills-based marketplace and assessment platform**, enabling a strategic pivot, supporting **\$6M in initial funding**, and improving team efficiency **25%** through faster discovery-to-launch cycles.

Personal, Inc. (Digital Identity & Data Privacy Platform) Washington, D.C.
Director of Product 2015 – 2016

- **Promoted within six months** to lead the transition from a B2C to **B2B enterprise model**, increasing **revenue by 54%** through new partnerships and workflow redesign that positioned the company for acquisition by Digi.me.

WeddingWire (Consumer Marketplace & Planning Platform) Washington, D.C.
Product Manager 2014 – 2015

- Led mobile and web modernization, driving a **40-point NPS increase** through cross-platform consistency.

The Washington Post (Digital Media & Marketplace Products) Washington, D.C.
Product Manager 2008 – 2014

- Owned product development for Jobs and Cars B2B/B2C marketplaces, supporting a \$20M revenue business line.

EDUCATION

Georgetown University, Washington, D.C. – Master's in Technology Management

Rutgers University, New Brunswick, NJ – B.A. Economics

OTHER QUALIFICATIONS

Product Management Certifications: AI/ML Product Strategy (Product Faculty, 2025); ML Product Lifecycle (ELVTR, 2023); UX Research & Design (Nielsen Norman Group, 2021).