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Brooklyn, NY

Principal Product Leader with 10+ years of experience building and scaling B2B, B2C, and B2B2C platforms across education, telecom, advertising, government, and global enterprise organizations. Specializes in elevating product practice in complex organizations through product standards, discovery and delivery operating models, telemetry, governance, AI-enabled workflows, and reusable platform infrastructure. Experienced in coaching and influencing senior product, design, and engineering partners to turn fragmented workflows into scalable systems with measurable adoption, quality, and organizational leverage.

Core Competencies

- **Product Strategy:** Vision, customer segmentation, portfolio alignment, outcome roadmaps, OKRs
- **Product Discovery:** Customer research, opportunity sizing, outcome mapping, experimentation, problem framing
- **Product Delivery:** Cross-functional execution, stakeholder orchestration, telemetry, launch readiness, iteration

Professional Experience

Verizon — Product Management Lead, Verizon Design System

New York, NY | April 2024 – Present

- **Platform Scale:** Direct product strategy for Verizon's enterprise design-system platform, used by 2,000+ engineers and 300+ designers, establishing standards for adoption, governance, telemetry, reuse, release safety, and product quality across Verizon's digital ecosystem.
- **Adoption Growth:** Increased adoption from 47% to 87% of eligible consumer experiences by diagnosing adoption barriers and refocusing the roadmap around measurable product outcomes.
- **AI-Enabled Product Workflows:** Extended the platform from a component library into an AI-enabled product infrastructure layer, defining tooling across observability, component specification, framework translation, and automated visual QA.
- **Executive Influence:** Developed executive narratives connecting platform investment to organizational agility, product quality, accessibility, brand consistency, and faster delivery across customer-facing experiences.
- **Telemetry & Decision Quality:** Created a custom telemetry model to analyze platform usage, diagnose adoption breakdowns, identify product-team behavior patterns, and prioritize the highest-leverage platform investments.

Comcast Advertising — Product Manager

New York, NY | June 2023 – March 2024

- **Regulatory Compliance:** Translated privacy requirements across 21 U.S. states into platform capabilities, system workflows, and delivery plans.
- **Cross-Functional Alignment:** Partnered with Legal, Product Marketing, and Engineering to convert complex regulatory constraints into prioritized backlogs, delivery milestones, and launch plans.
- **Product Operations:** Built delivery dashboards that improved visibility into technical dependencies, compliance progress, and launch readiness.

InRhythm — Senior Product Manager, Consultant

New York, NY | March 2023 – May 2023

- **Client Consulting:** Advised Fidelity Investments' Head of Design on product vision, operating model, roadmap structure, and organizational alignment for a new enterprise-wide design system.
- **Velocity Optimization:** Identified workflow bottlenecks affecting 30 downstream consumer-facing engineering teams and recommended design-system improvements to reduce rework and delivery friction.
- **Practice Development:** Authored InRhythm's white-label design-system product playbook, establishing a repeatable consulting model for enterprise design-system engagements.

Artium — Product Manager, Consultant

New York, NY | May 2022 – January 2023

- **Federal Platforms:** Led product work for identity and access management (IAM) and user onboarding for HomeSafe Connect, the U.S. Department of Defense's relocation platform serving ~400,000 military moves annually.
- **End-to-End Delivery:** Owned roadmap, prioritization, backlog refinement, and epic definition across backend, web, iOS, and Android engineering teams.
- **Continuous Discovery:** Conducted daily remote user research with military personnel, integrating direct qualitative feedback into weekly development sprints.

TBWA\Worldwide — Product Manager

New York, NY and Dalian, China | January 2019 – May 2022

- **Infrastructure Redesign:** Led product redesign of Omnicom's Identity & Access Management (IAM) suite, centralizing secure access workflows for multinational brand engagements.
- **Revenue Pipeline:** Conceived, designed, and launched Collective, an enterprise sales pipeline application managing \$2B+ in active global deal flow from initial pitch to final payment.
- **Internal Marketplace:** Launched an internal talent marketplace for 15,000 global employees and an accelerator platform supporting selection workflows across 300+ agencies.

The College Board — Product Manager

New York, NY | March 2016 – December 2018

- **Education Product Experience:** Led discovery, prototyping, experimentation, and measurement for student-facing digital portals serving students, parents, and academic counselors.
- **Experimentation at Scale:** Managed randomized controlled trials reaching 200,000+ students, parents, and academic counselors, ensuring product decisions were grounded in statistically sound evidence.
- **Product Outcomes:** Reduced bounce rates by approximately 40% and increased registration click-through rates by approximately 20% through 20+ rapid A/B/n experiments.
- **Experience Quality:** Improved task-completion rates from under 50% to over 90% while reducing execution time by approximately 50%.
- **Product Telemetry:** Created and scaled the "Helpfulness Score" experience metric, later adopted across College Board digital product squads.

Education

- **Middlebury College** — Bachelor of Arts (B.A.), History; English & American Literature, 2011
- **General Assembly** — Web Development Immersive Graduate, 2014

Technical Skills & Frameworks

- **Product Methodologies:** Continuous Discovery, Product Operating Models, Outcome-Driven Roadmapping, Platform-as-a-Product, OKRs, Agile/Scrum/Kanban
- **Experimentation & Analytics:** A/B/n Testing, Randomized Controlled Trials, Power Analysis, SQL, Python, R, Tableau, Power BI, Google/Adobe Analytics, Mixpanel, Amplitude, Heap, Segment
- **AI & Platform Technologies:** LLM integrations, AI workflow products, AI evals, Figma plugins, spec generation, Model Context Protocol (MCP), workflow automation
- **Design & Tooling:** Design, Data & Tooling: Figma, Design Systems, Jira, Confluence, GitHub/GitLab, SQL, AWS, MongoDB, Postgres, Neo4j, IAM