

DAVE KING

Digital Product Leader | Ecommerce, Experimentation & Growth
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SUMMARY

Digital product leader with 15 years in ecommerce, including 10+ in digital product management at Uniti (Kinetic), REI, and T-Mobile.com. Currently leads digital product for B2C and B2B web experiences, owning both commercial growth and platform architecture, and leads a 3-person product team. Uses experimentation, customer research, and analytics to improve discovery, conversion, and engagement, and presents strategy and business cases to VP-level stakeholders.

CAREER HIGHLIGHTS

- **~115%** YoY conversion lift across all traffic and **+368%** among serviceable fiber customers (Uniti / Kinetic)
- **+87%** organic traffic and domain authority score grew from **23 to 52** following domain migration (Uniti / Kinetic)
- Key digital driver behind the best web acquisitions month in company history, Aug 2026 (Uniti / Kinetic)
- **\$7.7M** incremental annual revenue from personalization and user-generated content (REI.com)
- **\$4M** annual cost savings from a microsite architecture migration (REI.com)

CORE SKILLS

Product: Product Strategy & Roadmaps, Feature Prioritization, Business Cases, Product Discovery, Customer Journey Optimization, Team Leadership & Mentorship, Cross-Functional Leadership, AI Use Case Definition, Agile

Growth, Analytics & Insight: A/B Testing & Experimentation, Conversion Optimization, Personalization, KPI Definition & Executive Reporting, SEO & Domain Migration, User Research

Ecommerce & Content: B2C & B2B Digital Experience, Digital Merchandising, CMS & Content Operations, Design Systems

Tools: Contentful, Google Analytics, Tableau, FullStory, Azure DevOps, JIRA, Confluence, Figma, MS Office Suite, Claude

PROFESSIONAL EXPERIENCE

Uniti | Kinetic Brand

2023 – Present

Principal Product Manager – Digital Experience, Growth & Experimentation

- **Scope & leadership:** Own the digital experience and platform architecture for both the commercial and business segments down to the component level. Lead and mentor a 3-person product team spanning SEO, Content Management and Product Management.
- **Growth results:** Delivered YoY gains among serviceable fiber customers of **+57% address-check-to-qualified-lead rate**, **+368% conversion rate**, and **+46% Check Availability engagement** by streamlining the address-check funnel, improving SEO traffic quality, and removing digital funnel friction. Conversion across all traffic and technology types rose **~115%** (0.27% to 0.58%).
- Key digital driver behind a **record-setting web acquisitions month**, the best in company history (Aug 2026).
- **Experimentation:** Own A/B testing and optimization of customer-facing experiences, running **2–6 tests per month**, often concurrently. Integrated a new A/B testing framework with no-code rollout to accelerate marketing deployment cycles.
- **CMS & content platform:** Expanded the Contentful architecture to unify **three sites across two domains and two CMSs**, retiring legacy WordPress, cutting maintenance overhead, and consolidating brand components across B2C and B2B. Serve as enterprise SME for Contentful component architecture.
- **Domain migration & SEO:** Led the domain migration from windstream.com to gokinetic.com and rebuilt organic search processes, lifting domain authority score from **23 to 52** and growing organic traffic **87%** since the migration.
- **Strategy & insight:** Set product strategy, roadmap, and priorities using GA4, Tableau, FullStory, and Voice of Customer feedback. Build business cases and executive presentations for VP-level stakeholders and report KPIs to executive leadership weekly.
- **Delivery & partnerships:** Lead delivery across U.S. teams and offshore Engineering partners in India. Lead digital product partner to Brand, Marketing, and Go-to-Market teams for launches and content updates.
- **AI assistant:** Partnered with IT to define use cases and requirements for a live Microsoft Teams AI assistant that acts as a chief of staff for the Digital Product and development team (~15 users), supporting metrics, analysis, and user stories. Delivers significant time savings in reporting, requirements documentation, and code quality.

- **Web design system:** Launched a web design system with UX Design, now in production across consumer and business sites: **~80 components and 8–10 page templates**, with design tokens and guidelines that speed production and enforce brand consistency. Building an AI proof of concept to evolve its visual and functional aspects.
- **Product practice:** Built the Product Management practice from the ground up across Marketing, UX, Engineering, IT, and Analytics.

REI Co-op

2017 – 2023

Senior Product Manager – Digital, Landing Experiences

2020 – 2023

- Generated **\$7.7M in incremental annual revenue** by implementing personalization and user-generated content to surface related products at key moments in the customer journey.
- Improved bounce rate by **24% YoY** and content engagement by **11% YoY** using a test-and-learn approach across REI.com.
- Led the enterprise-wide CMS platform migration with Content Management and Content Operations, including content model definition and authoring documentation.
- Owned the roadmap for REI.com landing experiences with Engineering, Analytics, UX, Content, Marketing, and Digital Merchandising, and enabled go-to-market for major campaigns including Opt Outside, Outside in 5, and Anniversary Sale.
- Two-time Anderson Award nominee (peer-nominated recognition), 2019 and 2020.

Product Manager – Digital, Detail Page

2019 – 2020

- Guided migration to a microsite architecture and built the technical roadmap for future implementation, resulting in **\$4M in annual cost savings**.
- Introduced UGC, personalization, and comparison shopping through A/B testing to improve product discovery and customer decisions, contributing to a **3% YoY lift in gross revenue**.
- Led redesign of the customer-facing product detail page, shaping content layout and organization and partnering with Digital Merchandising on imagery and product details.

Project Manager – IT

2017 – 2018

- Led agile delivery for three concurrent ecommerce platform initiatives, managing backlog, budgets, requirements, and rollout.
- Implemented an internal web tool for product information management and information architecture.

Unify Consulting (formerly Matisia Consultants)

2015 – 2017

Product Owner – T-Mobile.com, Customer Acquisition Flow

- Served as Product Owner for a new customer acquisition flow on T-Mobile's next-generation ecommerce platform, across web and mobile applications.
- Managed a team of 20 developers using Agile, Kanban, and Scrum, partnering with Engineering and Analytics on delivery, experimentation, and optimization.

Amazon.com

2011 – 2015

Strategic Account Manager – Amazon Clicks

2014 – 2015

- Owned go-to-market strategy, adoption, and support for existing and new self-service advertising programs, managing key stakeholders and marketing efforts across the advertiser base.

Vendor Manager – Sports Retail

2012 – 2014

- Delivered **140% YoY growth in fitness wearables (\$80M revenue)** while managing a **\$120M+** portfolio across 50 vendors.
- Drove product development, pricing and promotions, and marketing and merchandising, with ~90% of the role focused on the customer-facing ecommerce experience.

Associate Vendor Manager – Sports Retail

2011 – 2012

- Delivered **~80% average YoY growth** over two years, increasing a top-three vendor's revenue from **\$7M to \$23M+** through product development, pricing and promotions, and marketing and merchandising.

EDUCATION

Western Washington University, Bellingham, WA

Master of Business Administration (MBA)

Bachelor of Arts, Business Administration (Marketing Concentration)