

JAMIE COSTELLO

Generative AI Product Leader | 6+ Years Driving Growth & Innovation in FinTech SaaS

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EXPERIENCE

Ratehub - Director of Product (Reporting to CEO & part of Executive Leadership Team) Oct 2021 - Present

Leading Generative AI Product Strategy & Transformation

- Built & owned net new Gen AI Roadmap, leading over 10 0-1 launches by establishing a company-wide framework to operationalize AI development leading to significant improvements in efficiency and revenue
- Increased sales team productivity, freeing 5-10 hours per week, by collaborating with the Head of Sales & Development teams to build & implement an AI-powered tool for automated partner data ingestion
- Reduced data error rates to near 0% by leading the development and implementation of an AI-powered rate scraper, replacing an expensive external vendor

Leading Cross-Functional Product Initiatives:

- Scaled revenue with results like growing Insurance BU 5x in 3 years by leading team of 8 (PM & UX/UI), setting cross-functional Product Strategy for Canada's largest financial comparison market
- Reduced friction for credit card applications showing a 3x lift in completion by leading the discovery, pitching & onboarding with our partners for our hosted Credit Card Application flow & working cross functionally to launch MVP
- Delivered a user-centric website rebuild, achieving a 10% decrease in bounce rate by managing the transition for both users and internal teams through clear communication, phased rollouts, and comprehensive training materials

Ratehub - Senior Product Manager (Primarily for Credit Card & Platform Scrum Teams) Aug 2018 - Oct 2021

- Drove 4x revenue growth in the Credit Card business unit by collaborating with cross-functional teams to build & execute a data-driven, customer-centric & agile product vision
- Tripled credit card approvals by building the 'CardFinder' recommendation tool from 0 to 1, pivoting the focus from personalization to approval prediction based on data from MVP launch
- Doubled credit card audience and revenue by leading the cross-functional integration of the acquired Moneysense platform, ensuring a seamless user experience across both platforms

Tucows - Account Security Manager (Managing 5 Reports) Oct 2013 - Aug 2018

- Increased net revenue by reducing fraud losses by 50% for the Ting brand by collaborating with cross-functional teams to optimize processes and implement new security tools
- Prevented payment processor suspension at ENOM, reducing chargebacks by 95% within 6 months, by collaborating with Product and Development teams to implement the Sift machine learning-based security tool

AI/ML PERSONAL PROJECTS

- Developed [FeedBrief](#), a pre-launch AI-powered news platform that scrapes, summarizes, and categorizes articles using cutting edge low parameter LLMs like Gemini Flash, Llama 3.1, Mixtral, and GPT4o-mini.
- Built a private, custom AI-powered chatbot that significantly reduced time spent searching for information by implementing a Retrieval Augmented Generation (RAG) solution using locally hosted LLMs.
- [See my Github for more open-source AI based tools I'm building](#)

LEADERSHIP & MENTORSHIP

- Established an APM program at Ratehub to give opportunities to people struggling to enter Product. Transitioned all 3 APMs into full-time PM roles, with 1 becoming a Senior PM within 2 years, by providing 1:1 coaching and mentorship
- Demonstrated a strong commitment to social impact & community engagement by participating in mentorship programs & volunteer initiatives with the Toronto Product Management Association & Youth Employment Services

EDUCATION

University College Dublin - Bachelor of Arts (Joint Major, Philosophy/Geography)

Dec 2009