VICTOR FITZJARRALD

Senior Product Manager, Commercialization

GED Testing Service, Pearson · 2025–present · Remote

Commercialization and AI tutoring only matter when they move pass rates, retention, and conversion—not when they look impressive in a demo.

WHAT I DID

- Led cross-functional prioritization for GED and Accelerated Pathways commercialization.
- Took generative AI tutor Syd from proof of concept through production launch with engineering and AI partners.
- Aligned content and GTM strategy toward the majority of GED learners while shipping measurable product outcomes.

WHAT I LEARNED

- Engineering productivity is a product outcome—prioritization that unlocks throughput unlocks learning impact.
- AI tutors earn trust when near-pass learners and mobile retention move in the live funnel.

OUTCOMES

161% YoY engineering productivity	2x pass rates; 21+ pt near-pass lift
Nearly doubled mobile retention	10.3% 90-day test conversion

REFERENCES

"Confidence drives persistence. When learners receive immediate, personalized support at the moment they're struggling, they're more likely to continue studying and complete their credential."

— CT Turner, President, GED Testing Service (2025)

"Users who chat with Syd see nearly a 5-point average score increase on their test result."

— GED & Me mobile app (public marketing) (2025)

victor@fitzjarrald.me · linkedin.com/in/victorfitzjarrald

Public marketing imagery and quotes for portfolio context; trademarks belong to their owners. Confidential to recipient — recruiting use only.