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Director of Product Management, Supplemental

Zaner-Bloser · 2022–2025 · Remote

A supplemental portfolio scales when copyright, acquisitions, and PM craft move together—not when titles ship in isolation.

WHAT I DID

- Owned P&L; for a >$55M / >$20M ARR supplemental book of business across Literacy, Math, and SEL.
- Drove the handwriting copyright update and launched ZB's first fully digital product path.
- Led Kickstart acquisition and fractions/operations build-out; acquired Number Lines with sales continuity.
- Mentored PMs while delivering five 0→1 business cases ahead of schedule.

WHAT I LEARNED

- Acquisitions win when product and sales keep continuity—both Math deals overperformed >2x plan.
- Foundational handwriting and math need the same portfolio discipline as digital 0→1 bets.

OUTCOMES

>$55M revenue / >$20M ARR	0→6 products; $0→$25M in two years
Kickstart + Number Lines acquisitions	Five 0→1 cases >$5.6M

REFERENCES

"Kickstart: Number Sense offers a useful blend of structure and flexibility… sequential, concrete, research-based activities that require minimal preparation. Students are very engaged!"

— Jim Kriz, Title 1 Coordinator/Teacher (2023)

"Simply put, Kickstart is the most unique and effective math intervention program I have seen in over 25 years of elementary teaching!"

— Dawn Butcher, Primary Grade Teacher (2023)

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