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PROFESSIONAL SUMMARY

Principal Product Manager with 7+ years owning strategy and delivery for a B2B2C SaaS & eCommerce platform serving 900+ global brands and millions of users. Led multi-year initiatives across the integration of eCommerce with gamified learning, advocacy marketing and internal platform tools all while driving engagement, retention, and operational scale. Known for translating complex stakeholder needs into cohesive product portfolios, relationship building with stakeholders, clients and partners, and leading through influence across engineering, design, marketing, and executive teams.

NOTABLE PROJECTS

Dynamic Incentivized Quiz builder:

Mobile-first quiz and reward system enabling rapid content creation and increased repeat engagement.

Community & Influencer Hub: VIP experience and administrative tooling supporting brands' most engaged and influential advocates.

Learn Libraries: Libraries of micro-learning integrated directly into eCommerce user flows.

Smart Gallery: AI-powered internal UGC gallery enabling clients to surface contextually relevant imagery.

EXPERIENCE

Principal Product Manager

ExpertVoice — Salt Lake City, Utah

02/2023 – Current

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- Defined and executed product strategy for an enterprise SaaS/eCommerce/eLearning platform serving 900+ global brands across 30+ categories including consumer health, wellness, electronics, apparel, and nutrition.
 - Led full product lifecycle: market research, cross-team ideation, iterative delivery, success metrics, and product marketing.
 - Developed and scaled web & native app consumer experiences, client-facing self-service apps, complex internal administrative toolsets and gamified e-learning solutions influencing customer engagement and retention.
 - Championed empathy-driven solutions for customer friction points, collaborating with internal and external stakeholders, engineering, design, marketing, and delivery for optimal outcomes.

Review Collector: Guided review generation flow syndicating authentic reviews to national platforms.

AI Assisted Order Error Resolution

Service: An AI-powered diagnostic tool that automates root cause analysis and issue triage for order processing by leveraging large language models (LLMs) to synthesize insights from system logs, SQL databases, and a persistent knowledge base

Administrative Tools & Advocacy

Platform: Owned the maintenance and development of all proprietary tools and administrative features, comprising 150+ unique tools, including the Self Service Client Tool-suite 'Advocacy Platform'. Tools included Product and Catalog Management, UGC collection, Campaign building, Learning Creation, Analytics and more.

CORE COMPETENCIES

- 0->1 Product Development
- Product discovery & delivery
- Vibe Code & Design
- Roadmap execution
- Cross-functional teamwork
- Gamified experiences
- UX collaboration
- User research
- Analytics & experimentation
- eCommerce & learning platforms
- Agile / Scrum

SELECTED CLIENTS & INDUSTRIES

Technology: Garmin, GoPro, Nikon, Lenovo, Beats, Dyson

Apparel: Oakley, The North Face, Columbia, Under Armour, Arc'Teryx

Footwear: Adidas, Reebok, Puma, Brooks, Altra, Hoka

Wellness: Whole Foods, Optimum Nutrition, SunWarrior, Nordic Naturals

Senior Product Manager

ExpertVoice

02/2019 – 01/2023

- Transitioned into product management after over a decade of leadership in marketing, interactive design, and eLearning, bringing deep user empathy and systems thinking to product development at ExpertVoice.
- Led initiatives focused on serving the platform's most engaged users through community-building, social connection, and personalized product testing experiences.
- Owned large-scale front-end experience overhauls to unify eLearning and eCommerce journeys, leveraging extensive user research, analytics, and iterative testing.

Senior Director of Content Strategy & Development

ExpertVoice — Salt Lake City, Utah

04/2015 – 01/2019

- Built a multi-disciplinary in-house creative studio from the ground up, bringing end-to-end interactive, video rich eLearning experiences to market at scale for hundreds of clients per year..
- Scaled production systems for continuous learning experiences driven by research, analytics, and feedback loops.
- Oversaw the production and release of hundreds of rich interactive eLearning experiences every year.

Creative Services Director

ExpertVoice

09/2010 – 01/2015

- Led multidisciplinary creative teams and modernized content creation pipelines into scalable, modular systems.
- Partnered with product and engineering to align creative execution with platform capabilities.

Additional Experience

Creative Director of Letter23 Advertising (5 years) • Owner of Parisol Clothing Company (4 years) • Co-Founder of Epic Genius Production Company (2 years) • Owner of Museum and Gallery of Misfit Art (1 year) • Professional Illustrator / Founder of Black Temple Art Collective (6 years) • Bachelors of Fine Art (Utah State University, 2003)

