JAY EVAN MANDEL

PRODUCT MARKETING / PRODUCT STRATEGY / GO-TO-MARKET

Yonkers, NY • jay@jaymandel.com • 973-865-0520 • jaymandel.com • linkedin.com/in/jaymandel

PROFILE

I connect what customers need with what businesses build.

Product and marketing leader with 20+ years across financial services, global enterprises, and emerging technologies. Develops segmentation, positioning, value propositions, and go-to-market strategies for consumer and enterprise audiences. Brings enterprise scale from Mastercard, financial services experience from CIT, and current work in behavioral research and permissioned consumer data. Author of Brand Strategy in Three Steps; founder of the Marketing Accountability Council and Clean Data Alliance.

CORE CAPABILITIES

Product marketing strategy • Customer segmentation • Positioning & value propositions • Go-to-market • Consumer insights • Cross-functional leadership • Global digital marketing • Measurement • Data privacy & trust

ENTERPRISE & FINANCIAL SERVICES LEADERSHIP

MASTERCARD | *Director → Vice President, Global Digital Marketing* | *2009–2017*

- Consolidated 20+ fragmented regional websites into a scalable global platform, improving usability and generating $1.5M+ in annual savings.
- Unified marketing operations across 220 markets in 6 regions, aligning regional teams, agencies, and stakeholders around shared technology, workflows, and measurement.
- Established global social listening and consumer intelligence processes to monitor conversations, assess sentiment, identify emerging issues, and inform marketing decisions.
- Built global content and publishing capabilities, launching Mastercard's first B2B blog, social media newsroom, and LinkedIn program.
- Led digital activation for The Open Championship and Rugby World Cup; Open Championship programs achieved 50% share of voice and 15%+ engagement.
- Advanced digital marketing from disconnected teams and processes to consistent global execution, applying consumer feedback and performance measurement to improve effectiveness.

PRODUCT STRATEGY & MARKET DEVELOPMENT

DĀGINTY | *Product Strategy & Go-to-Market* | *2025–Present*

- Lead pre-launch strategy for a pre-seed, pre-revenue venture, defining consumer and enterprise segments, adoption barriers, positioning, and product-market-fit hypotheses.
- Created Dāginty and Cluzy identities, websites, and investor materials, differentiating enterprise and consumer propositions around permissioned, revocable data.

AGILEBRAIN | *Strategic Advisory & Commercial Collaboration* | *2021–Present*

- Translate research on 12 emotional needs into positioning and segmentation; connect behavioral researchers with executives and communicate research indicating 2× click-through rates for motivation-matched ads.
- Applied research to Yolked, identifying 3 motivational states among 5 pilot participants and recommending messaging for 2 target segments.

YOUR BRAND COACH | *Founder & Principal Consultant* | *2018–Present*

- Coached 1,000+ founders and executives and advised startups through Fortune 100 companies on brand strategy, customer acquisition, and go-to-market execution.
- Repositioned Leadership Capital Group through website strategy, messaging, and sales materials, articulating its 90% referral-driven business.
- Developed brand and LinkedIn content strategy for Odyssey Group/Newline; documented 72% follower growth, 524% higher engagement, and 157% more posts.

JAY EVAN MANDEL / EXPERIENCE & LEADERSHIP

ADDITIONAL ENTERPRISE EXPERIENCE

IBM RESEARCH | *Director, Marketing* | *2017*

- Translated research into consumer stories through Science and Star Wars and TJ Bot STEM initiatives; programs reported 20% higher brand visibility and 15% more qualified leads.

CIT | *Interactive Marketing Manager* | *2006–2009*

- Managed $1M+ in digital marketing budgets and financial services campaigns; created Five Minute Capital and Behind the Business programs, with podcast work recognized by the Webby Awards and Financial Communications Society.

EARLIER CORPORATE EXPERIENCE

NETJETS | *Public Relations Manager* | *2006*

- Managed media relations and events; created a University of Pennsylvania veterinary school partnership announcement generating national and regional coverage.

NRG ENERGY | *Communications Manager* | *2005–2006*

- Directed executive messaging and media communications for major energy announcements, including a $1B power plant investment and the Texas Genco acquisition.

PSEG | *New Media Communications Specialist* | *2000–2005*

- Managed PSEG.com and intranet systems, coordinating 5 team members and 40 content contributors; oversaw a $500K+ budget and centennial communications.

MARKETING ACCOUNTABILITY & CONSUMER TRUST

MARKETING ACCOUNTABILITY COUNCIL | *Founder & Editorial Lead* | *2024–Present*

- Built recurring editorial, LinkedIn, and interview programming reaching 1,000+ marketing professionals on privacy, data quality, deceptive advertising, and accountability.

CLEAN DATA ALLIANCE | *Founder & Strategic Lead* | *2025–Present*

- Founded an industry initiative for verified, permissioned, privacy-preserving consumer data; developed governance, standards, and professional education around 4 Clean Data principles.

TEACHING & THOUGHT LEADERSHIP

ADJUNCT PROFESSOR | *Fairfield · Fordham · Sacred Heart · Kent State · FIT* | *Six years*

- Designed original undergraduate and MBA curricula across 5 universities, teaching 1,000+ students through values-driven strategy and real-world business challenges.

ASSOCIATION OF NATIONAL ADVERTISERS | *Corporate Trainer* | *2020–Present*

- Delivered 10+ workshops to 300+ professionals and developed a self-paced marketing course.

AUTHOR & CONTRIBUTOR |

- Wrote Brand Strategy in Three Steps (Kogan Page, 2023), a 256-page book introducing the Identity, Intention, and Implementation framework.
- Published 29 MarTech.org articles since January 2024 on marketing, AI, customer experience, data strategy, and accountability.
- Featured in Forbes, Business Insider, and Business.com on branding, reputation, consumer trust, and professional reinvention.

EDUCATION & CERTIFICATIONS

COLUMBIA UNIVERSITY | M.S., Strategic Communications | 2005

SYRACUSE UNIVERSITY | B.S., Marketing & Entrepreneurship | 2000 • Minor: Information Management & Technology

CERTIFICATIONS | AgileBrain Professional Practitioner • LinkedIn Marketing Solutions Fundamentals • Leading Responsible AI in Organizations