# JEN PLEBANI

**INSIGHTS & STRATEGY LEADER**

Los Angeles, CA | 323.823.2838 | jennifer.plebani@gmail.com linkedin.com/in/jenplebani

## EXECUTIVE SUMMARY

Insights and strategy executive with 20+ years at Meta, Ticketmaster, Zwift, BILL, agencies, and academia. Builds research organizations and turns customer, market, and product evidence into high-value decisions on growth, pricing, product investment, and strategy — uncovering opportunities, driving measurable outcomes, and creating capabilities executives find essential.

## PROFESSIONAL EXPERIENCE

### BILL Operations, LLC — Remote

***Senior Staff Researcher → Senior Manager, Research → Director / Principal Researcher*** *08/2022 – 06/2026*

- **Promoted three times in four years**, advancing from sole IC research partner to Director setting enterprise-wide research strategy across five priority pillars: AI/emerging tech, pricing & monetization, competitive intelligence, market segmentation, and concept evaluation
- **Modernized research operations company-wide** — new tooling, a data-governance framework, vendor management, and a Quant Center of Practice — and built training that enabled non-researchers across the company to generate actionable insights
- **Led AI research** (playbook + agent research) that doubled adoption rates for the flagship product's and support team's AI agents; led pricing/packaging research that resolved a $55M shortfall from non-standardized pricing
- **Built customer and market segmentation** for the division representing 40% of company revenue, identifying opportunity to capture an additional ~25% of the market
- **As Senior Manager,** led teams of 4–5 researchers across the five highest-priority product areas, creating evidence-backed roadmaps that guided 10–15 product squads; hired three and promoted two researchers under new leveling standards
- **As sole strategic research partner** for the accountant/bank partnership division (40% of revenue), led research that shaped product and GTM strategy, increasing acquisition and retention

### Zwift — Long Beach, CA

***Head of Research*** *11/2020 – 07/2022*

- **Built Zwift's research function from the ground up** into a company-wide Center of Excellence within one year — recruiting and developing a 7-person team and standing up infrastructure (Qualtrics, UserTesting) on a $2M+ budget
- **Launched the Zwift Advisory Panel** (1,000+ members) and led foundational segmentation and Jobs-to-Be-Done research that shaped product strategy company-wide and expanded the addressable customer base
- **Helped drive the Product Development Lifecycle Process (PDLC)**, standardizing product practices and improving velocity, acquisition, and retention; regularly briefed the Executive Leadership Team

### Ticketmaster — Hollywood, CA

***Senior Researcher*** *03/2020 – 07/2020*

- **Led the quantitative research function** (managing 2 researchers); created a COVID-19 impact tracking study and fan-behavior segmentation that informed the decision to furlough rather than lay off staff and drove partner alignment (NFL, Broadway, music venues) on safety protocols

### Meta — Menlo Park, CA

***Senior User Experience Researcher*** *11/2018 – 03/2020*

- **Sole researcher for three Facebook Stories product teams**, with added leadership for the Newsfeed/Stories org; briefed VP+ stakeholders regularly, pairing quant, qual, and behavioral data
- **Managed a 5,000+ member insight community**; trained and mentored researchers company-wide as core faculty for the Research Associate Program; led org-wide summits for a 250+ person research organization
- **Impact:** prevented a redesign launch that would have caused significant churn; redefined the Stories value proposition, reshaping product and go-to-market efforts

**BrandIQ** — Los Angeles, CA

***Director, Brand Research, Strategy & Innovation*** *02/2017 – 11/2018*

- **Led custom research and strategy engagements** for clients including Dine Brands, Hilton, Kaiser Permanente, and B Lab; managed and developed a team of four; created a new service line re-analyzing existing segmentation data to improve actionability

## EARLIER CAREER

- **University of Pennsylvania** — Assistant Professor of Psychology in Psychiatry / Postdoctoral Fellow (2007–2017): Awarded $5M+ in federal research funding as Principal Investigator (plus $20M+ in shared center funding); built and led a clinical research lab; published 20+ peer-reviewed papers.
- **Paragon Research & Consulting** — Senior Project Director (2005–2007): Led full-cycle custom quantitative and qualitative research for clients including Pfizer and Bayer; expanded agency scope into B2B and non-pharmaceutical work.

## EDUCATION

MBA — West Chester University | PhD, Experimental Psychology — University of Vermont | MA, General Experimental Psychology — West Chester University | BA, Psychology (Summa Cum Laude) — West Chester University | BA, English — Ithaca College

## CORE COMPETENCIES

**Insights & Corporate Strategy ✦ Market Segmentation & Growth ✦ Team Building & Leadership ✦ Pricing & Monetization**
**Competitive Intelligence ✦ Executive Strategy ✦ AI & Emerging Tech Strategy ✦ Research Operations & Governance**
**Mixed-Methods Research ✦ Vendor & Budget Management**