

Tyler Nickerson

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Creative Product Manager with career expertise leading the overhaul and optimization of company strategies. I conceive, oversee, manage and evolve truly boundary-pushing experiences that both delight users and drive business outcomes.

EXPERTISE

Product Management Digital Strategy UX Design Project Management ML & AI Strategy People Management
Design Thinking Content Strategy Data Analysis Thought Leadership

EXPERIENCE

Meta • 2021-2023

Product Manager

Conceived, oversaw development and managed evolution of innovative, personalized experiences that have been used by **tens of millions of users** and **generated hundreds of millions of dollars in incremental revenue**. These include:

- A personalized, omnipresent "digital assistant" that flags important actions and helps businesses easily take them;
- An AI-powered guidance framework--a dynamic "business plan"--that helps organizations accomplish their goals;
- Machine learning algorithms and placements that recommend the most relevant content for any given user.

Facebook • 2020-2021

Digital Strategist

Led strategy for an overhaul of the Meta for Business ecosystem to be more unified, personalized and actionable. The reimaged experience led to a **≈20% increase in meaningful, business-impacting engagements**, a **≈15% increase in return visits** and **significant internal efficiencies**.

- Led Meta for Business' digital marketing COVID response, including the conception and development of a digital hub with resources to help businesses respond to the pandemic.
- Managed GTM strategies for and execution of product updates, including new commerce solutions and tools for businesses and creators on Instagram.

Facebook • 2017-2020

Content Strategist

Designed experiences and developed content that **helped millions of small businesses, creators and publishers** thrive on Facebook and Instagram.

- Led strategy to unify and optimize Meta's business-focussed help centers and digital learning experiences.
- Contributed to user experience and content strategy for the Creator Studio business product.

SAP • 2017

GTM Strategist

Established the digital strategy for the new SAP Design sub-brand, including overseeing development and managing evolution of SAP Design's digital channels. Also drove strategy and managed go-to-market efforts for new SAP products.

SAP • 2016-2017

Head Content Strategist

Led content strategy for SAP's Design & Co-Innovation Center and worked with clients on strategic initiatives.

- **Won multiple prestigious user experience awards**--including two Red Dots--in recognition of the work.

EDUCATION

Bachelor of Arts (B.A.), International Political Economy
University of Wisconsin-Madison

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University of Wisconsin-Madison