JUSTIN HILLIARD

Product Manager

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EXPERIENCE

PRIZEPICKS | Remote | **Aug 2024 - Sep 2026**

Real-money fantasy sports platform. Moved from the tools operators use to serve members, to the systems behind payouts, support, and fraud, to the account experience itself.

Product Manager II, Core (Accounts) | Jun 2026 - Sep 2026

Led Accounts with 11 engineers and set its strategy around Manage, Protect, and Recover: keep trusted members with less friction, and give legitimate members a safe way back when something goes wrong.

- Led multi-account remediation on two tracks: phased enforcement across previously flagged accounts, and controls at sign-up and sign-in so the backlog could not rebuild. Overturn rate: 0.1%.
- Launched self-service recovery after suspected account takeover: notify the member, verify identity, restore access when safe, with a Support fallback. Historically, 9% of members restricted after a takeover came back; the target was 50%. Launched Sep 2026, before results were measurable.
- Launched MFA enrollment for existing members, using silent network authentication where available and one-time passcodes as a fallback.
- Led fulfillment for a physical collectibles product to a finished MVP, ready to ship (did not launch): fraud checks, address capture, and fulfillment partner handoff. Deferred broader address management to protect first-release scope.

Product Manager I, Platform | May 2025 - Jun 2026

Owned Platform Operations with 7 engineers: operational tooling, settlements and scoring, AI support, and risk. The goal: keep payouts, support, and fraud decisions fast and accurate without growing manual work at the same rate.

- Sized a modeled opportunity from the link between payout speed and re-entry across five major sports, which made Settlements a core pillar. Led the changes that cut average game-end-to-payout time 37%, raised auto-settlement 17.3 percentage points to 88.3%, and reduced post-payout corrections 15%.
- Cut manual scoring finalizations 40%+ by resolving each player, statistic, and game outcome once and applying it everywhere, instead of finalizing line by line.
- Owned the AI support roadmap (Intercom Fin) with Customer Service: what member data it could see, which authenticated actions it could take, and in what order, starting where volume was high and CSAT low. 52% of inbound conversations resolved without an agent; CSAT rose 19 points over the same period.
- Proposed and led the fraud service after seeing investigators work across 10+ tools and spreadsheets, with every enforcement manual and only two outcomes: keep or ban. Centralized signals from 10+ data providers and internal sources into one investigator view, and built a rules engine as the base for graduated enforcement.

Associate Product Manager, Platform | Aug 2024 - May 2025

Owned HQ with 5 engineers. The goal: let operators resolve member issues without waiting on engineering.

- Shaped HQ around how operators actually worked, replacing database-style admin screens: 10+ surfaces, 100+ features, 18 roles and 150+ permissions including PII controls. Median support close time fell 76%; median response time fell 41%.
- Launched the Resolution Dashboard, moving recurring refunds, adjustments, and member fixes out of one-off engineering scripts and into operator tools. Core remediation time fell ~70%; incidents needing engineering fell 85% year over year.

ADDITIONAL EXPERIENCE

Linebacker | National Football League | 2021 - 2024

Undrafted in 2021. Led the 49ers in preseason tackles, made the Giants' 53-man roster and played in regular-season games, and later signed with the Chiefs. Kept a 2022–23 record of my training, sleep, and recovery: 15,000+ data points at justinhilliard.me/lab.

Consumer and UX Researcher | The Ohio State University | Apr 2020 - Jul 2021

Ran mixed-method consumer and usability research for a regional restaurant group and an edtech startup.

EDUCATION

The Ohio State University | M.S., Consumer Sciences | B.S., Marketing, Fisher College of Business

Graduate research on how switching costs shape satisfaction and loyalty in college athletics.

Football team captain; 2020 team reached the College Football Playoff National Championship.