

Jennifer Lytle Begonia

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PRODUCT AND CONTENT LEADER

Experienced educational technology (edtech) professional with 15+ years' driving innovative solutions for K-12 and higher education. Known for building and leading high-performing teams, I excel at managing projects from concept to execution while adapting to evolving needs. Colleagues and executives have praised me for being "hyper-organized," a "fearless product manager," and a "constructive innovator" with deep expertise in content creation and strategy. I am skilled at aligning a long-term vision with actionable steps, consistently delivering high-quality results in both print and digital formats.

EXPERTISE AND COMPETENCIES

- 0-1 product management
- Competitive analysis
- UX research / UI testing
- Consensus building
- Content strategy
- Team leadership
- Product marketing
- Project management
- Stakeholder relations
- Process optimization
- Agile - CSPO^R
- K20 learning experience design
- Requirements definition and documentation
- Meeting design and facilitation

PROFESSIONAL EXPERIENCE

Gerson Lehrman Group, Inc. | EdTech Consultant | 2023 - Present

Consult via deliverables and voice calls on a variety of edtech topics, such as cross-selling digital curriculum and content propagation in the age of AI

Kaplan North America | Executive Director, Digital Product Management | 2022 - 2023

Managed four scrum teams, focusing on authoring tools and content systems

- Built improved features and workflows expected to save 36% YOY in key vertical

University of Pennsylvania GSE - Catalyst | Project Consultant | 2022

Performed discovery and authored requirements for changes to custom platform; created Y2Y project plan for major annual initiative

- Enabled savings of 25% in Y2Y planning efforts

Clarity Innovations | Client Lead Producer | 2020-2022

Built new curriculum development, publishing, licensing, and sales platform for client; developed two video series featuring H5P interactions; improved blog engagement by 50% in six months

- Designed B2C model for a return of 15% of total revenue in first year

Achieve3000 (acq. by McGraw-Hill) | Senior Product Marketing Manager | 2017-2000

Undertook comprehensive competitive research and analysis; produced thought leadership content; ran go-to-market strategy and tactics

- Digital campaign featuring my eBook performed 40% above target
- Defined new product bundles, creating additional revenue potential of 20% over prior year
- Supported campaigns escalating "Share of Voice" by over 30% in one year

Houghton Mifflin Harcourt & American Reading Company | Author/Editor | 2016

Authored two "summer fun" books for 2nd and 3rd graders and three non-fiction books for 3rd graders about important African Americans

JKL for Education | Consultant | 2014-2016

For arts and sciences education foundation, improved grants/development, programming, physical plant, Board of Directors relations, member systems, marketing, and fundraising events

- Reduced mortgage and vendor debt to save 125% in interest in under six months

ScholarCentric | Head of Product | 2006-2013

Developed flagship suite of products, then extensions and new editions

- Brought in six-figure Small Business Innovation Research grant from USDOE and led team as Principal Investigator to bring full program online

Curriki | Executive Producer | 2006-2010

Managed content and production teams; oversaw content operations, pilots, programs and partnerships

- Led usability redesign, increasing time-on-page by four minutes

IsoDynamic | Instructional Designer/Editor/Producer | 2005-2009

Created and edited learning modules for adult-facing courseware for Maryland Public Library system, McCann-Erickson World Group, and three for NIMH-funded PD and accreditation programs

Academic Business Advisors | Executive Editor | 2006

Ran content development process and edited humanities courseware for top virtual high school

- Reduced production costs by over 50% in three months

Scholastic Education | Editorial Director | 2005

Served as part of product initiation and discovery team, developing research base for new product

Grow Network/McGraw-Hill | Director of Product Development | 2003-2005

Won seven-figure Texas statewide RFP and successfully delivered first-ever individualized print workbooks for 450,000 10th-12th graders who failed their high stakes exit exam

HomeworkCentral/Bigchalk/Proquest | Executive Producer | 1999-2002

Delivered four role-specific portals for K-12 students and educators, with over three million daily page views

- Achieved advertising-based profitability of 30% over cost of production

EDUCATION

BA in American Civilization
Brown University
Providence, RI
GPA: 4.0

RECENT PROFESSIONAL DEVELOPMENT

Certified Scrum Product Owner®, Scrum Alliance, 2023
AI for Product Managers, Pragmatic Institute, 2023