Jamal Whitaker

Lead Product Manager

Lead Product Manager with 9 years of product management experience, leading 4 product managers on a freight marketplace with $210M in annual bookings. Pairs technical fluency in APIs and SQL with business acumen on pricing and margin. Built a RAG dispatcher assistant and a pricing engine that raised gross margin by 2.4 points.

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EXPERIENCE

Lead Product Manager

05/2022 - Present

Peachtree Freight Exchange — Atlanta, GA

Digital freight marketplace matching 40,000 carriers with shippers.

- Lead 4 product managers and 28 engineers across pricing, load matching and carrier mobile apps for shippers.
- Set pricing strategy for a dynamic pricing engine that raised gross margin by 2.4 points on $210M in bookings.
- Shipped a RAG assistant built with AI tools that answers 70% of dispatcher load questions.
- Prioritize the roadmap with sales, finance and operations leaders in a monthly business review of marketplace products.

Senior Product Manager

03/2019 - 04/2022

Chattahoochee Fleet Systems — Atlanta, GA

Transportation management software for 1,500 trucking companies.

- Rebuilt carrier onboarding, cutting sign-up time from 3 days to 4 hours for 12,000 carriers.
- Defined APIs for 15 TMS partners, adding $6M in annual revenue and 300 new carrier fleets.
- Analyzed load data in SQL to find empty-mile patterns worth 8% in fuel savings for customers.
- Coached 2 associate product managers on writing specs and running user interviews, both promoted within a year.

Product Manager

06/2017 - 02/2019

Buckhead Retail Technology — Atlanta, GA

Point-of-sale software for 2,000 specialty retailers.

- Delivered an inventory sync feature adopted by 1,100 stores in 9 months, ending double entry for staff.
- Ran 25 store visits to watch checkout workflows and turned what staff struggled with into 14 roadmap items.
- Organized beta tests with 40 retailers before each quarterly release and tracked issues to closure.
- Cut support tickets about inventory counts by 30% with clearer error messages and alerts.

SKILLS

Product Management
Technical Fluency
APIs
SQL
RAG
AI Tools
Pricing Strategy
Marketplace Products
Business Acumen
Leadership

EDUCATION

Bachelor of Science

05/2017

Georgia Institute of Technology

Atlanta, GA

Industrial Engineering