

IAN STARK

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Professional Summary

Digital product and ecommerce leader with 5+ years of progressive ownership at the Portland Trail Blazers, building and scaling consumer-facing platforms across mobile, web, ecommerce, streaming, and membership. Experienced in translating organizational strategy into actionable roadmaps, owning vendor evaluation and RFP processes, and leading cross-functional teams to deliver measurable business outcomes. Proven track record connecting digital product execution to revenue growth, consumer acquisition, and retention at scale.

Core Competencies

Product: Digital roadmap ownership · 0→1 launches · A/B testing & experimentation · Feature specification · OKRs · Go-to-market

Platforms: Mobile (iOS/Android) · Shopify Plus · Web · CMS (WordPress, Webflow) · Streaming · Membership platforms

Leadership: Cross-functional team leadership · Vendor evaluation & RFPs · Stakeholder alignment · Executive communication

Data & Tools: GA4 · Tableau · PostHog · Figma · Jira · Wrike · Stellaralgo

Experience

PORTLAND TRAIL BLAZERS

Director of Digital Products / July 2024 – May 2026

- Own product strategy and roadmap across mobile app, web properties, ecommerce (Shopify Plus), membership platform, and streaming service for an NBA franchise.
- Lead a team of three spanning engineering, digital implementation, and ecommerce - aligning product build, digital experience execution, and retail operations to organizational revenue and growth objectives.
- Collaborate with executive leadership to align digital product strategy with organizational revenue, consumer acquisition, and data collection objectives.
- Directed full redesign of the single-game ticket experience on trailblazers.com - integrating dynamic pricing, matchup content, promotional offers, and value/hot-game flags - driving measurable incremental ticket revenue above prior year's baseline.
- Serve as primary product owner for the Trail Blazers mobile app, driving feature roadmap and in-app fan experiences - app reaches 250,000+ unique users and 7.3M views per season.

- Took ownership of ecommerce operations (Shopify Plus), transitioning from a third-party partner to an internal team - delivering a 28% increase in gross sales and a 29% returning customer rate in the first season under internal management.
- Implement data-driven prioritization processes using GA4, Tableau, and audience segmentation tools (Stellaralgo, Lava, Rover) to inform roadmap decisions and measure product outcomes across platforms.
- Implemented Posthog for product analytics, session replay, feature flags, A/B testing, and error tracking across trailblazers.com and ecommerce.
- Co-led competitive RFP evaluation of five agencies to design and build a new site theme and back-end tagging architecture on the Shopify Plus platform, managing scope definition and vendor selection.

Senior Digital Product Manager / September 2021 – July 2024

- Launched BlazerVision, the franchise's direct-to-consumer streaming service - shaped go-to-market strategy, drove subscriber acquisition, and grew the platform to 12,000+ paid subscriptions generating significant cumulative revenue over two seasons.
- Launched a rebuilt membership platform, adding 90,000+ new fans to the CRM database within two years, with membership benefits extended to in-arena redemption via integrated POS systems covering retail and concessions.
- Led complete redesign and rebuild of the Rose Quarter concerts and events site on Webflow - currently receiving 500,000+ monthly views.
- Managed migration of the Trail Blazers team site to a new WordPress instance - currently receiving 450,000+ monthly views.
- Collaborated with Business Intelligence and Marketing teams to establish KPIs that informed product decisions and measured success across digital platforms.
- Mentored cross-functional team members on product strategy and user-centered design principles.

Digital Innovation Manager / October 2020 – September 2021

- Managed digital innovation initiatives focused on consumer engagement and revenue generation across web and mobile products

KILLER VISUAL STRATEGIES

Marketing & Public Relations Manager / August 2014 – March 2016

- Led launch of company ecommerce store including marketing planning, goal setting, and performance analytics; managed email marketing program achieving 23% average open rate and 4% conversion rate

Education

BA, Journalism & Public Relations · Western Washington University

AA, Graphic Design · Seattle Central College