

# Eric Zassenhaus

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## PROFESSIONAL SUMMARY

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Senior product manager with 10+ years at the intersection of media, subscription growth, and platform product. Experienced owning end-to-end roadmaps for subscriber acquisition, registration, identity, and lifecycle — partnering with engineering, data, business development, and editorial teams to ship scalable solutions across complex partner ecosystems. Deep fluency in the unique dynamics of public-interest and news media: how editorial mission, reader trust, and subscription strategy intersect. Proven track record translating partner needs and business requirements into clear product specifications, measurable outcomes, and durable platform capabilities.

## CORE COMPETENCIES

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|------------------------------------|---------------------------------|------------------------------------|
| ▶ Subscription Product Strategy    | ▶ Lifecycle & Growth Funnels    | ▶ Cross-functional Team Leadership |
| ▶ Partner & Platform Integrations  | ▶ Roadmap Development & OKRs    | ▶ End User & Audience Research     |
| ▶ Authentication & Entitlements    | ▶ A/B Testing & Experimentation | ▶ Google Analytics · Comscore ·    |
| ▶ Wholesale & Bundled Distribution | ▶ B2B Platform Products         | Looker                             |
|                                    |                                 | ▶ Agile / Scrum (PSM I Certified)  |

## EXPERIENCE

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### Product Manager, Engagement | **Hearst Magazines** | January 2023 – Present

- Own end-to-end product strategy and roadmap for a portfolio of subscriber-facing platform features — including AI-powered recommendation & recirculation, saving & sharing, audio, gaming, and community — that guide readers through the full subscription lifecycle from acquisition to retention.
- Define and instrument subscriber engagement funnels using Google Analytics and Comscore; run A/B experiments across conversion surfaces and account-linked experiences to identify friction points and improve activation and engagement rates.
- Partner with engineering, design, and data science to ship platform features at scale across a multi-brand subscription ecosystem; author product requirements, define success metrics, and drive post-launch iteration.
- Collaborate with editorial, legal, and business stakeholders to align subscription product initiatives with content strategy and revenue objectives; represent roadmap decisions to senior leadership.
- Build and deliver audio storytelling infrastructure leveraging AI to expand editorial production capacity — shipping new subscriber-facing formats across platforms and distribution partners.

### Managing Editor, Audience & Platforms | **dot.LA** | December 2019 – December 2022

- Led platform and audience development strategy for LA's premier tech startup news outlet; owned subscriber growth, content distribution, SEO, and search performance across digital platforms and partner channels.
- Conducted end user research — surveys, interviews, traffic analysis — to inform platform investment priorities; drove growth projections and platform roadmap reporting to leadership.
- Oversaw cross-functional teams spanning content production, social, and platform operations; ensured alignment across editorial and technology stakeholders throughout delivery and optimization cycles.

### Digital Product Manager | **Pacific Standard** | August 2018 – August 2019

- Led end-to-end selection and implementation of a CRM platform to manage Pacific Standard's growing registered-user and donor base — owning requirements definition, vendor evaluation, integration planning, and stakeholder alignment across editorial, development, and finance teams.
- Owned subscriber registration and identity strategy for the transition to an all-digital subscription product; defined user flows for account creation, entitlement verification, and ongoing access — directly analogous to the authentication and entitlement challenges central to this role.
- Built and managed distribution partnerships with Apple News and Mozilla, defining integration requirements and ensuring seamless content access and entitlement experiences across external partner platforms.

- Collected and presented platform metrics, subscription roadmap, and growth strategy to executive leadership and editorial stakeholders.

**Content Manager | Tribune Interactive** | January 2017 – April 2018

- Platform and content strategy partner for LA Times, Chicago Tribune, Baltimore Sun, and Sun Sentinel; improved subscriber engagement and content discoverability metrics through systematic workflow improvements across digital platforms.
- Coordinated across editorial, product, and technology teams to drive cross-platform content distribution and audience growth initiatives.

**Senior Editor, Digital | KPCC Southern California Public Radio** | November 2009 – December 2016

- Supervised daily digital production at KPCC.org across a public media subscription and membership environment; led teams across digital, visuals, and social — managing content workflows and multi-platform distribution at scale.
- Gathered and distributed digital performance analytics to editorial teams; led digital training programs for reporters and editors across the organization.

## EARLIER EXPERIENCE

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Web Producer, KTVU Channel 2 News (2009) | Multimedia Assistant & Researcher, Knight Digital Media Center, UC Berkeley (2007–2008) | News website consulting; co-founder of a city magazine; editorial leadership at independent publications; web development and e-commerce at City Lights Publishers.

## CERTIFICATIONS & TRAINING

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**Professional Scrum Master™ I (PSM I)** — Scrum.org | March 2022

**Looker Studio Essentials** — Google Cloud | December 2025

**Google News Initiative Digital Growth Program** — Google | January 2023

**Product Management for Journalists** — Knight Center for Journalism in the Americas | October 2017

## TOOLS & PLATFORMS

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Analytics: Google Analytics, Comscore, Looker Studio, Omniture, Tableau | Technical: HTML, CSS, Python (basic), JavaScript (basic), WordPress | Media Production: Pro Tools, Adobe Premiere | Methods: Agile/Scrum, A/B Testing, OKR Frameworks, User Research, SEO, Audience Development, Partner Integrations

## EDUCATION

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**M.S. Journalism, Digital Focus** | UC Berkeley Graduate School of Journalism | 2008

**B.A. English Literature (with academic honors)** | Vassar College | 1998