BINOY SAM JACOB

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PROFESSIONAL SUMMARY

Experienced Product Manager with 9+ years in the domain name and web hosting industry, leading cross-functional teams to drive product innovation, enhance customer experience, and improve profitability. Expertise in managing end-to-end product lifecycles, domain registration ecosystems, compliance with global regulations, and overseeing partnerships with registrars and registries. Proven track record of increasing revenue, optimizing product flows, and executing data-driven decisions to meet evolving market needs.

WORK EXPERIENCE

Hosting.com

Sr. Product Manager, 2025 – Present

- Owned the **domain add-ons portfolio**, identifying and launching new value-added products to drive **ARPU growth** and incremental revenue from domain customers.
- Managed **domain pricing strategy** across the portfolio, balancing customer competitiveness with margin and profitability objectives.
- Led commercial relationships with domain registries, negotiating and executing **MDF-funded campaigns, promotional programs, and pricing initiatives** to drive registrations and revenue growth.
- Developed and executed **domain monetization and revenue-growth initiatives**, identifying opportunities across pricing, promotions, add-ons, and the customer lifecycle.
- Led the **implementation and launch of Titan Email**, coordinating across internal teams and external partners to integrate the product into the existing domain and hosting ecosystem.
- Managed cross-functional initiatives spanning **product, marketing, commercial, technical, and partner teams**, taking projects from business case and planning through implementation and launch.

Newfold Digital (Prev: Endurance International Group)

Product Manager, 2022 – 2025 (Associate Product Manager - 2017 – 2022)

- Spearheaded the redesign of domain name purchase and renewal flows, resulting in a **29% increase in add-on attach rates** across product portfolios and improved customer retention.
- **Managed key registrar and registry partnerships**, driving product innovations and ensuring compliance with ICANN regulations and registry agreements.
- Led the end-to-end lifecycle of domain products, **optimizing user journeys from discovery to delivery**, ensuring high service reliability and customer satisfaction.
- **Led platform migrations across various brands** (Hostgator, BigRock, Domain.com) ensuring minimal disruptions and aligning product initiatives with company-wide objectives.
- **Drove the integration of global domain compliance requirements**, including IRTP-C, GDPR, and RDAP, collaborating with multiple teams, minimizing disruptions and ensuring timely execution.
- Defined and executed the product strategy and roadmap for domain services, including the integration of ccTLDs and nTLDs, **expanding the product portfolio and improving customer satisfaction.**

- Negotiated partnerships with aftermarket vendors, enhancing the customer experience and driving ongoing product innovation.
- Conducted competitive analysis, monitored TLD trends, and translated customer insights into product enhancements.
- Led global product teams in the adoption of domain-specific features and product analytics, contributing to an 8% increase in revenue.

Newfold Digital (Prev: Endurance International Group)
Sr. Products Specialist - Project Management, 2014-2017
Products Specialist - Project Management, 2013-2014

- Collaborated with clients and internal teams to transform customer pain points into actionable product requirements and design solutions.
- Led requirement gathering, documentation, and tender proposals for new B2B offerings, laying a scalable foundation for future product development.
- Coordinated with engineering and design teams to ensure a smooth feature handoff and tracked execution milestones and supported cross-functional collaboration to streamline product rollout and improve delivery consistency.

Newfold Digital (Prev: Endurance International Group)
Sr. Web Solutions Specialist, 2012-2013
Web Solutions Specialist, 2011-2012

- Acted as the bridge between clients and design/implementation teams, ensuring feasibility and user satisfaction.
- Developed strong foundational skills in customer empathy, collaborative problem-solving, and early-stage solution validation.

EDUCATION

University of Mumbai
B.Sc. Computer Science

SKILLS

- Product Lifecycle Management & Strategic Planning
- Agile Development (Scrum, JIRA, Confluence)
- Data-Driven Product Decisions (SQL, A/B Testing)
- User Research & UX Design Collaboration (Figma, Balsamiq)
- Stakeholder & Vendor Relationship Management
- Customer-Centric Problem Solving

CERTIFICATIONS

Product Management Foundations
Mind the Product - 2022

Design Thinking
The Painted Sky - 2019

Core Training Program in User Experience Design for Web, Enterprise and Mobile
Design Incubator - 2017