

PATRICK DIGGINS

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AI-NATIVE PRODUCT LEADER AND HANDS-ON BUILDER

Product leader who owns a business area end to end and builds when that is what moves it forward. 8+ years in product and technical program management, 12+ years in ad tech. Leads strategy for data products, integrations, and self-service platforms, and ships production code with GitHub Copilot across UI, APIs, agent surfaces, testing, and reporting. Helped grow Microsoft Prebid Server Premium annual seller revenue 3.5x over four fiscal years while evolving the product from a high-friction alpha into a GA platform serving premium publishers and a 350+ partner ecosystem.

CORE EXPERTISE

AI Product Strategy | Data Product Ownership | APIs and Data Models | Platform Growth | Developer Ecosystems | Product Analytics and Measurement | Product Commercialization | Customer Discovery | Self-Service Experiences | Cross-Functional Leadership | Product Quality and Security

PROFESSIONAL EXPERIENCE

MICROSOFT ADVERTISING (Xandr) | New York, NY

Senior Product Manager, Monetize & Curate | July 2021 - Present

- **Led PSP roadmap and integration execution:** Prioritized customer-focused investments, optimized integrations, and established a cross-functional v-team operating model, cited by leadership as a gold standard, that aligned Product, Engineering, Sales, Services, Marketing, and external partners around rapid customer feedback.
- **Owned a horizontal product platform spanning UI, APIs, data, and reporting:** Led a product serving premium publishers and integrating 350+ demand partners through open-source Prebid; shaped APIs, reporting, data flows, partner integrations, documentation, and customer workflows spanning setup through optimization.
- **Modernized data foundations:** Owned PSP object and reporting data, led a full object-database migration and schema restructure, and used production-data audits to resolve platform policy and migration decisions.
- **Maximized publisher revenue with minimal operational overhead:** Identified inventory-to-demand-partner mapping, potentially tens of thousands of configurations, as PSP's largest customer pain point, then led Flexible Configurations from API-only alpha to a unified UI, reducing average active configurations per customer by 33% while revenue continued to grow.
- **Protected strategic revenue:** Built a Claude Code analysis showing a proposed targeting design would expose approximately 14% of PSP revenue, leading engineering to independently validate the finding and change direction; authored a staged, reversible demand-partner routing response protecting at-risk publisher spend.
- **Deepened demand-partner interoperability:** Diagnosed endpoint, bid-signal, and OpenRTB/Prebid gaps with demand partners; authored Prebid PRs.
- **Embedded AI end-to-end in product work:** Used GitHub Copilot across research, data and qualitative synthesis, UI/API design, implementation, validation, automated testing, and documentation; shipped production changes across eight repositories, delivering PSP's MCP surface and the retirement of a legacy report that had waited years for engineering capacity.
- **Published and taught reusable AI workflows:** Published an internal AI tooling guide with broad readership, contributed reusable skills and product/operations tools to a shared repository, and led recurring AI PM office hours; leadership amplified the guide during Copilot standardization, and peers credited it with influencing automation adoption on customer-facing teams.
- **Established PSP as the platform's Playwright reference implementation:** Used GitHub Copilot and detailed product feedback to build a UI test suite validating real user behavior and edge cases; engineering adopted 49 of the tests into monitored CI.

NEUSTAR | New York, NY

Senior Manager, Product Management | February 2019 - July 2021

- Led an integrations product team supporting hundreds of partner platforms across campaign measurement and audience management through API-, file-, pixel-, and cloud-based implementations; managed two product managers.
- Managed data-ingestion and measurement products supporting a substantial annual revenue portfolio and drove a 25% year-over-year increase in billable events and data usage.
- Partnered with Sales and customers to translate market demand into data-product roadmaps, technical solutions, and prioritized engineering investments.
- Scaled a lean team through standardized discovery, technical scoping, launch criteria, and developer documentation that improved repeatability across customer implementations.

Technical Project Manager | February 2018 - February 2019

- Structured ambiguous customer, data, and platform initiatives into executable plans with clear outcomes, interfaces, dependencies, ownership, and acceptance criteria.

Earlier ad tech experience: Oath / AOL, Senior Account Strategist | November 2013 - February 2018

- Supported strategic DSP customers, optimized platform performance, and channeled recurring customer needs and friction to product teams.

TECHNICAL TOOLKIT

GitHub Copilot (work) | Claude Code and Codex (personal projects) | VS Code | Playwright | REST APIs | Model Context Protocol (MCP) | SQL

EDUCATION

University of Massachusetts Amherst | Bachelor of Business Administration, Marketing