

Jason Kienzle Product Leader

✉ jasonkienzle@gmail.com ☎ (219) 789-9643 📍 Indianapolis, IN 🔗 [linkedin.com/in/jasonkienzle](https://www.linkedin.com/in/jasonkienzle)

Product and Technology leader who builds and runs full Product organizations (strategy, PM, design, operations, and engineering) for founders and small teams that need senior leadership without the full-time hire. Comfortable writing the strategy and also running standups, interviewing users, or pushing pixels. 10 years in B2B SaaS Product at Springbuk and Multiply Technology, including hands-on work building AI-powered product features and internal automations.

Professional Experience

Kienzle Innovations, Founder & Fractional Product Leader

02/2026 – Present

Independent Product and Technology leadership for early- and growth-stage SaaS companies. Available for fractional engagements (typically 2-3 days/week), advisory roles, and short-term product strategy work.

Indianapolis, IN

Multiply Technology, Vice President of Product

07/2021 – 10/2025

(B2B IT asset management SaaS serving enterprise clients)

Indianapolis, IN

Owned Product, Design, and Engineering as Multiply's first dedicated Product leader, reporting directly to the CEO as 1 of 4 executive team members.

- Built Multiply's Product & Engineering department from the ground up, growing from 2 inherited junior engineers and no formal processes to a structured team of 5. Introduced formal engineering practices and built role competency frameworks, career ladders, and professional development plans for each function.
- Planned, designed, and built Tailwind, a new cloud-based IT asset management platform on AWS, from conception through production. Led requirements gathering with leadership, clients, and internal stakeholders, drove iterative design and engineering delivery until it became the primary daily operations tool for the full Services team.
- Developed a suite of AI tools alongside the core Tailwind platform, including a natural language inventory query tool and automations covering internal reporting, ops, and customer communications.
- Built and maintained a suite of custom internal applications that managed IT assets and operations for a global enterprise software client, a relationship that accounted for roughly 75% of annual revenue and remained active across all 4 years of the role.
- Contributed to company-wide financial reviews, strategic planning, and go-to-market decisions as a full executive team member.

Springbuk Inc.

(B2B health intelligence SaaS serving self-funded employers and health plan advisors)

Indianapolis, IN

Director of Product Design

10/2019 – 05/2021

Indianapolis, IN

- Led the product design function as a player-coach, managing 1 product designer directly while continuing hands-on feature design, prototyping, and stakeholder presentations.
- Directed a platform-wide design system overhaul, reworking color, typography, layout, and component standards to meet WCAG 2.1 Level AA accessibility standards and align with the company's marketing brand.
- Formalized the team's UX research practice, pulling both Product and Engineering into a regular cadence of user discovery that changed how both departments approached design and development.

Director of Product

07/2018 – 10/2019

Indianapolis, IN

- Built and led a cross-functional product team of 4 (2 PMs, 1 analyst, 1 data scientist), owning the full Health Intelligence platform while also supporting the VP of Product directly on planning, roadmapping, and presenting/reporting.
- Introduced the North Star framework to the product organization, improving how product and engineering aligned around outcomes and communicated direction to stakeholders.
- Shipped platform-wide filtering capabilities that enabled instant filtering and search across health insurance datasets via dozens of data points, a milestone in both product design and technical performance for the platform.
- Implemented Pendo across the platform to track behavioral usage data for roadmap decisions and deliver guided onboarding flows and in-app feature education to clients.

Head of Product Design, Senior Product Manager

08/2017 – 07/2018

Indianapolis, IN

- Ran dual PM and design leadership functions simultaneously, owning the roadmap, managing product designers, and leading internal and external UX research.
- Owned the tool 'Plan Design Modeler' (PDM) from requirements through release: a net-new actuarial tool for modeling health insurance plan configurations across 50+ variables. Worked directly with practicing actuaries throughout design and development and grew the product to 5 clients post-launch.
- Part of the small, dedicated team that designed and built Insights, a feature that analyzed client health insurance data to surface specific recommendations for employers and won a Mira Award for Most Innovative Product.

Product Manager

09/2016 – 08/2017

Indianapolis, IN

Joined as the company's 25th employee and sole product manager, owning the entire Health Intelligence platform from roadmap to release. Rapid growth and strong performance led to an expanded scope into product design leadership within the year.

Technology Services Group [🔗](#)

Systems Analyst

04/2015 – 06/2016

Chicago, IL

Owned a high-profile pharmaceutical client engagement post-launch, handling technical support, product improvements, and budget reporting. Continued hands-on engineering across Java, Spring, Alfresco, and front-end customization while mentoring junior developers.

Systems Developer

09/2013 – 04/2015

Chicago, IL

Software engineering and consulting for clients deploying a suite of document management applications. Built custom features and integrations to fit each client's specific requirements.

Education

Bachelor of Science, Computer Graphics Technology, Purdue University

08/2009 – 05/2013

West Lafayette, IN

- GPA: 3.91/4.0 (graduated with Distinction)
- Specialization: Graphic Design and Web Development
- Minors: Organizational Leadership Services, Entrepreneurship and Innovation
- Societies: Mortar Board National Senior Honor Society, Purdue Entrepreneurship & Innovation Program Ambassadors, Purdue Promise

Skills

AI & Automation

OpenAI (Chat & API), Claude (Chat, Code, Cowork), Gemini, Google Apps Script, Notion Automations

Product & Design

Figma, Sketch, Story Mapping, User Interviewing, OKRs, North Star Framework, Agile/Scrum