

EARL J. KNIGHT

Senior Technical Product Manager | AI, Mobile & Platform Product Leader

Atlanta, GA | me@earljknight.com | linkedin.com/in/earljknight | earljknight.com

PROFESSIONAL SUMMARY

Product leader with 13+ years building AI, mobile, and platform products at AT&T, The Home Depot, Carnival, and Comcast, and as a founder. Turns ambiguous, high-stakes problems into roadmaps and launches that move retention, cost to serve, and speed to market: **5% retention lift** and **10% fewer support calls** from an AI network health score at AT&T, **15-30% lower infrastructure cost** at Carnival, and apps scaled to **10M+ users**. Leads multi-team programs (4 development teams, 3 PMs) and builds AI products hands-on, from LLM pipelines to paid launches.

CORE COMPETENCIES

Product Leadership: Product Strategy & Vision, Roadmap Prioritization, Business Case Development, Product Launch & Go-to-Market, Stakeholder & Executive Alignment, Cross-Functional Team Leadership, PM Mentoring

AI & Data: AI/ML Product Development, Generative AI & LLM Applications (Claude, GPT-4), Amazon SageMaker, Predictive Scoring Models, A/B & Multivariate Testing, Product Analytics, KPI Definition, Tableau, Google Analytics

Platform & Technical: Mobile Apps (iOS, Android), Server-Driven UI (SDUI), BFF & GraphQL Orchestration, API Strategy (REST, Webhooks), CI/CD (GitHub Actions), AWS (EC2, S3, Lambda, API Gateway, CloudWatch), GCP, Azure, Cloud Migration, IoT, Data Pipelines

Methods & Tools: Agile (Scrum, SAFe), SDLC, User Stories & Acceptance Criteria, Customer Discovery, Figma, Prototyping, Jira, Confluence

Industries: Telecom, Retail & E-commerce, Travel & Hospitality, B2B SaaS & SMB, Social & Live Streaming, GovTech

PROFESSIONAL EXPERIENCE

The Home Depot | Atlanta, GA

Sep 2025 – Present

Senior Technical Product Manager, Mobile Platform

- **Built the business case** to automate the mobile release process across ~40 engineering teams and 17 manual activities, projecting a **58% reduction in manual release effort** in phase one and **80% at target state**.
- Partnered with DevOps to launch a shared **GitHub Actions CI/CD pipeline** that moved app build, signing, testing, and distribution off individual laptops; teams adopted it the day it was demoed, supporting a goal of weekly releases, up from ~10 per year.
- Led product planning for early adoption of **server-driven UI (SDUI)** and a BFF/GraphQL orchestration layer so marketing and product teams can ship banners, promotions, and personalization to iOS and Android without an app store release.
- Own product planning, cross-team alignment, and Jira backlog prioritization for mobile platform foundations across multiple engineering teams.

AT&T | Atlanta, GA

Aug 2023 – Aug 2025

Senior Technical Product Manager, MyAT&T App

- Led **4 development teams and 3 product managers** to consolidate AT&T's largest legacy apps into the new flagship MyAT&T app, serving millions of mobile and web users on AWS (EC2, S3, Lambda, API Gateway, CloudWatch).
- Developed an **AI network health score on Amazon SageMaker** using QCI traffic congestion data and launched it in a home-screen Network Health Widget built with the Ookla SDK; **increased user retention 5%**.
- **Reduced POCR (Percentage of Calls Received via App) 10% and support tickets 10%** by letting customers self-diagnose network versus home setup issues, fix them in the app, and learn through in-app education, lowering cost to serve.
- **Increased Apple iPhone loyalty rewards engagement 13%** by redesigning the program experience around user behavior.
- Prioritized the roadmap using customer feedback, analytics, and technical constraints; defined technical feasibility with engineering and led story refinement, user stories, and acceptance criteria.

Carnival Cruise Line | Miami, FL

Oct 2021 – Aug 2023

Senior Product Manager, Carnival HUB App

- **Cut infrastructure costs 15–30%** by defining AWS cloud architecture with engineering and migrating the HUB App from GCP to AWS.
- **Grew the HUB App to 10M+ downloads** through iterative UX enhancements and data-backed feature releases.
- Launched a pre-cruise **loyalty rewards program that increased retention 7%**; integrated Salesforce Marketing Cloud to personalize guest engagement.
- Delivered a ship-wide **AR experience** for visualizing ship layouts and **GPS anchor-node location tracking** for real-time staff operations and onboard drink delivery.

Comcast Business | Philadelphia, PA

Apr 2020 – Oct 2021

Senior Product Manager, Comcast Business Platform

- **Improved deployment reliability ~25%** and reduced production incidents by driving the migration and optimization of cloud workloads.
- Launched **real-time usage and uptime dashboards and alerts for 350K+ SMB customers**, with audit-friendly logs of data usage and service uptime.
- Introduced alerting aligned with compliance protocols and outage resolution SLAs; led cross-functional roadmap planning with engineering, legal, and operations.
- Redesigned the online bill-pay confirmation to prompt auto pay and paperless enrollment, applying the Hooked model to move payments from stores to digital.

The Meet Group | New Hope, PA

Mar 2019 – Apr 2020

Senior Mobile Product Manager, Tagged

- **Scaled virtual gifting and live streaming to 10M+ users** across iOS, Android, and web.
- **Increased DAU 15%** through behavioral design and feature optimization, validated with multivariate and A/B tests run with data science.
- Used AWS analytics and monitoring to improve performance SLAs and customer experience.

Jornaya | Conshohocken, PA

Aug 2018 – Mar 2019

Senior Product Manager (Contract)

- Led MVP development and roadmap for API-integrated consumer insight tools for digital lead generation.
- Shipped the company's **first customer-facing Tableau analytics dashboard** with UX and engineering.

GoBabl | Philadelphia, PA

Feb 2013 – Aug 2018

Founder & Product Manager

- Founded and led product vision for a **geofencing and location-based engagement platform** used by clients including Tesla and NBCUniversal; named **Location of Things Market Leader** by MarketsandMarkets.
- Launched award-winning social monitoring tools ahead of schedule; grew the customer base through partner portal improvements.

AI PRODUCT PROJECTS

Founder & Builder | Independent | Portfolio: earljknight.com

- **GovHub** (govhub.online): Built solo in ~4–5 months with AI tools. Claude-powered RFP analysis (Cloudflare Workers, Supabase) that turns long PDFs into an 8-tab Intelligence Brief; live with three paid tiers.
- **Nurtrd** (nurtrd.com): Shared planning platform for families around a child's future, built with Claude Code.
- **Workly** (workly.live): AI agent that automates job applications by scraping listings, tailoring résumés, and emailing hiring managers. **Robin** (ineedrobin.online): voice- and visually-guided SaaS onboarding copilot using GPT-4.
- **WealthMap**: AI diversity-data transparency platform. **Dramapicks** (dramapicks.online): reality TV fantasy sports.

EDUCATION

Bachelor of Science (B.S.), Marketing | Bloomsburg University of Pennsylvania

2012

AWARDS & AFFILIATIONS

- Location of Things Market Leader (MarketsandMarkets); Entrepreneur of the Year Nominee (Philadelphia Chamber)
- Most Creative Project, Air Liquide Hackathon; Microsoft Startup Bootcamp (Finland); Young Entrepreneur Council