

Neville Davey

Sr. Staff Product Manager, Monetization Services

Palo Alto, CA, United States | [LinkedIn](#)

Product manager with 15+ years building consumer ecommerce platforms and internal tools. Led experimentation and monetization initiatives across HP and Intuit, scaling from hundreds to thousands of annual experiments.

EXPERIENCE

Sr. Staff Product Manager - Monetization Services

Dec 2021 — Jul 2026

Intuit, Inc.

Mountain View, California, United States

Owned the roadmap for Intuit's internal experimentation platform across 10+ product organizations supporting experiment setup, feature rollout and analysis. Interviewed teams using vendor tools to identify migration blockers and prioritized self-service results to support transition from Optimizely. Doubled feature-flag volume and grew annual experiments from 1,200 to 1,600 through simplified setup and onboarding. Automated result processing and integrated experiment configuration into AI Workbench for prompt and model comparison.

Sr. Product Manager, Global eCommerce

Jun 2014 — Dec 2021

HP

Palo Alto, CA

- Built and led a 14-person mixed employee and contractor team responsible for experimentation, personalization, and digital optimization across HP's ecommerce portfolio
- Led strategy and delivery for a publishing and personalization platform supporting HP's \$1B+ U.S. direct ecommerce business. During the program, Core Web Vitals improved 70% and conversion increased 15% year over year.
- Built reusable publishing and experimentation workflows that enabled business teams to launch, personalize, and test customer experiences without bespoke engineering work..
- Expanded experimentation adoption across product, marketing, and ecommerce teams.

Senior Product Manager, US B2C Store

Jan 2014 — Jan 2021

Hewlett Packard Inc.

Palo Alto, CA

Led development of a publishing platform for HP's \$1B+ U.S. direct ecommerce business, enabling business teams to configure and launch customer experiences. Created reusable publishing and experimentation capabilities for content deployment, scheduling and version control. Built and led a 14-person mixed employee and contractor team; led the Adobe Target-to-Optimizely migration.

Product Marketing Manager

Jan 2013 — Jan 2014

IBM / Coremetrics

San Mateo, CA

Led customer discovery and sales enablement for IBM's ecommerce recommendation product. Translated enterprise retailer feedback into product gaps and roadmap requirements.

Consultant, Digital Marketing Services - Coremetrics (Acquired by IBM)

Apr 2010 — Jun 2014

IBM

San Francisco Bay Area

Advised enterprise ecommerce teams including Costco, Williams Sonoma, and Nordstrom on analytics, experimentation, attribution, and SEO through onsite and ongoing consulting engagements.

Consultant, Digital Marketing Services

Jan 2010 — Jan 2013

Coremetrics (acquired by IBM)

San Mateo, CA

Advised enterprise ecommerce teams including Costco, Williams Sonoma and Nordstrom on campaign performance, digital analytics, attribution and experimentation.

Co-founder, General Manager

Dec 2004 — Dec 2009

Oikos Homes LLC

Bend, OR

Developed 200+ residential lots and 40 completed homes, raising \$27M in financing. Led financial operations, land acquisition, project budgeting, and subcontractor management.

Founder

Jun 2002 — Jul 2006

Better Deal LLC

San Francisco Bay Area

Built lead-generation micro-sites and a lead-scoring platform, scaling revenue to \$2M. Led product development, customer acquisition, analytics, and growth strategy.

Manager, Online Marketing

May 2000 — Jun 2002

United Online (UNTD)

Westlake Village, CA

Managed online marketing campaigns to drive paid subscriber growth.

Manager, Ad Targeting

Feb 1999 — May 2000

Simpli.com

Providence, RI

Supported semantic search evaluation and product initiatives through acquisition.

EDUCATION

Northwestern University - Kellogg School of Management	Jan 2002 — Jan 2004
MBA in Finance, Marketing	
Brown University	Jan 1994 — Jan 1998
BA in Economics	
Activities and societies: Varsity Track & Field	

PROJECTS

AI-Powered Coaching Platform (iOS)
Personal project exploring how AI agents, health data, and workflow automation can deliver personalized coaching experiences.
The app integrates training history, activity data, race goals, and recovery signals to generate individualized training recommendations and proactive coaching guidance. Current areas of exploration include agentic workflows, health-data integrations, conversational coaching experiences, and mobile-first AI products.

SKILLS

Product Management · A/B Testing · E-Commerce · Conversion Optimization · Scientific Experimentation · Product Analytics · Monetization · Product Strategy · enterprise saas · Pricing Strategy · Commercialization · SEM · PPC · SEO · Online Advertising · Web Marketing · Lead Generation · Online Lead Generation · Web Analytics · Google Analytics · Digital Marketing · Mobile Marketing · Competitive Analysis · Google Adwords · Advertising · Product Marketing · Online Marketing · publishing platforms · personalization · content deployment · metrics instrumentation · self-service workflows · team leadership · customer discovery · digital analytics · growth strategy
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