ACE BONKOWSKI

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PROFESSIONAL EXPERIENCE

ELI LILLY & COMPANY **Bad Homburg, DE**

Largest pharma company by market cap ($1T), advancing treatments in cardiometabolic, oncology & immunology, incl. GLP-1 drugs.

Commercial MBA Intern, Office of the CMO, Cardiometabolic Health (Obesity) **05/2026 – 08/2026**

- Reduced pitch-prep time ~87% (1h → 8 min) by translating sales directors' interviews into product requirements for an LLM-powered sales enablement tool (Claude API, Whisper) and validating MVP with 4 reps to standardize training across sales org
- Secured CEO buy-in for Lilly Germany's first consumer-brand partnership in 3 weeks by aligning a cross-functional team of 5 departments and 2 agencies to develop and present a €1M business case, incl. value proposition and roadmap
- Expanded market and competitive intelligence ~9× (4 → 53 data points) by prototyping and rolling out an AI-powered market scan with Outlook integration (Claude Skill, Microsoft 365 MCP) to auto-brief users ahead of meetings, adopted by 11 colleagues

CORTILE **Detroit, MI, US**

AI-native SaaS startup focused on cybersecurity, AI governance, and compliance for high-growth B2B companies.

Head of Product and Go-to-Market (GTM) Strategy **08/2025 – 04/2026**

- Cut users' manual compliance workload by 60% by surfacing user needs in 8 interviews and leading a 9-person development team to ship 3 AI-native features, incl. persistent-memory Retrieval-Augmented Generation (RAG) assistant and agentic file scan
- Scaled platform from 0 → 8 paying customers by defining product vision and roadmap, owning product requirement document (PRD) and user stories, prioritizing the Scrum backlog, and establishing success metrics to track adoption and engagement
- Generated 24 pilot sign-ups in 11 months by driving zero-to-one (0→1) go-to-market (GTM) planning, mapping 12 competitors, creating competitive positioning, and validating value proposition and messaging in 32 A/B tests
- Improved the compliance assistant's safety and grounding by running initial adversarial tests with engineering, incl. off-topic and harmful prompts and expert review of sampled security advice

Product Marketing Intern **06/2025 – 07/2025**

- Anchored investor conversations by quantifying $2.8B serviceable market (SAM) via top-down modeling, developing a tiered, value-based B2B pricing strategy with usage-based add-ons, and prioritizing segments based on Customer Lifetime Value (CLV)

SERVICEPLAN GROUP **Munich, DE**

Product Marketing Manager **01/2024 – 07/2024**

Europe's largest partner-led advertising agency group, serving Fortune Global 500 clients across 30+ countries.

- Drove a +100% take-rate increase for client's iPhone 15 campaign by identifying a mobile UX barrier from customer insights and coordinating a 12-member team from design to launch of a customer-centric comparison tool, adopted long-term by the client
- Enabled €340M in annual revenue for client's 10M-customer loyalty program by turning A/B test results into data-driven offer and pricing changes across 25+ campaign templates to drive retention and counter churn

FRAUNHOFER SIT **Darmstadt, DE**

Product Management Associate **08/2020 – 12/2023**

Europe's leading institute for applied cybersecurity research, part of Fraunhofer Society with €3B+ annual research budget.

- Shortened research-to-content cycle time by ~63% (8h → 3h, per user reports) for an 18-person team by prototyping a Natural Language Processing (NLP) tool and synthesizing user pain points from 6 user interviews into product specifications
- Lifted Monthly Active Users (MAUs) 6% in 12 months across an 8-product enterprise SaaS portfolio by analyzing product analytics for drop-offs and communicating priorities to engineering to release ~30 increments

EDUCATION

YALE SCHOOL OF MANAGEMENT **New Haven, CT, US**

Master of Advanced Management (MAM), Dual Degree with HEC Paris **May 2027**

- **Focus Area Technology & Neuroscience:** Agentic AI & LLM development, product management; behavioral & cognitive science

HEC PARIS **Paris, FR**

Master of Business Administration (MBA), GPA: 3.96/4.0, HEC Excellence Scholar **May 2027**

- **Leadership:** Advisor to Product Management and Marketing Club, VP of Consulting Club

COOPERATIVE STATE UNIVERSITY BADEN-WUERTTEMBERG (DHBW) MANNHEIM **Mannheim, DE**

Bachelor of Arts (B.A.), Digital Media (Dual Study Program: Full-Time Work & Academics), GPA: 3.5/4.0 **2023**

ADDITIONAL INFORMATION

- **Skills:** A/B Testing | Agile & Scrum | LLMs & Evaluation| AI Coding Agents | APIs | SQL | Python | SPSS | Tableau | UX/UI
- **Languages:** German (native) | English (fluent – C2) | Spanish (intermediate – B1) | French (beginner – A2)
- **Certifications:** Professional Scrum Product Owner (PSPO II), 2026 | Professional Scrum Master (PSM I), 2026