

Cooper Hollmaier

Cedar Rapids, Iowa

(224) 688-2412 | cooper@hollmaier.com | [linkedin.com/in/cooperhollmaier](https://www.linkedin.com/in/cooperhollmaier)

Summary

Product leader with 9+ years of experience driving user engagement and platform growth through data-driven experimentation and user-centered design. Proven track record of launching features that increase user retention and reduced friction in core user flows. Expert in leveraging both quantitative metrics and qualitative user research to identify growth opportunities and execute high-impact product initiatives. Experienced in building and scaling social impact products, with particular expertise in creating inclusive, accessible experiences that empower users to drive meaningful change. Combines strategic product thinking with strong execution to transform user insights into engaging features that drive platform adoption and community growth.

Work Experience

Experience Product Manager, Landing Pages | Recreational Equipment, Inc.

November 2023-Present

- Defined and executed a strategic vision for intermediary category pages, leveraging customer insights, and A/B testing to unlock \$1M+ in incremental revenue.
- Architected a streamlined CMS migration strategy, significantly mitigating risks, reducing implementation timeline by six months, and achieving \$150K+ cost efficiencies while positioning the platform for future scalability.
- Shaped and guided digital go-to-market strategies for six high-impact marketing campaigns, including as Opt Outside and Anniversary Sale, elevating customer engagement and reinforcing brand loyalty.
- Partnered with product leadership to refine and align product roadmaps with broader organizational goals, ensuring strategic coherence and measurable impact.

Platform Product Manager, Accessibility | Recreational Equipment, Inc.

November 2021-November 2023

- Led Arborist platform launch: 700% expanded accessibility testing scope, 99% cost reduction, eliminated vendor dependency while scaling product inclusivity.
- Executed comprehensive accessibility testing strategy achieving 90%+ coverage across REI.com applications, leading market in usability.
- Implemented systematic testing with assistive technology users - conducted 50+ user tests across 20+ configurations, driving inclusive data-informed decisions.
- Created and scaled 50-member accessibility champions program, integrating accessibility expertise into product development lifecycle.
- Secured executive support for REI's first disability-focused ERG and inclusion initiatives, advancing organizational DEI maturity.
- Recipient of Anderson Award (REI's highest honor) and Deque Systems' Accessibility Culture Award for strategic accessibility leadership.

Program Manager, Accessibility & Technical SEO | Recreational Equipment, Inc.

August 2021-November 2021

- Architected a browser extension written in Python that decreased the time and error rate product teams experienced in testing their work against REI's Boilerplate SEO Requirements.
- Engineered a CMS-authorable internal linking module still in use on the bottom of the [REI.com](https://www.rei.com) homepage, which continues to drive millions in incremental revenue for the business.

Associate Program Manager, Technical SEO | Recreational Equipment, Inc.

March 2019-August 2021

- Developed and taught a 13-week Introduction to SEO course for stakeholders that improved understanding and influenced prioritization of actions that benefited eCommerce SEO and drove incremental organic search traffic to REI.com.
- Actively participated in the [Schema.org Working Group](#) and orchestrated the addition of [BackOrder](#) to the ItemAvailability type during the COVID-19 pandemic.
- Influenced digital product teams to build new product features in SEO-friendly ways that contributed to \$300M in incremental organic search revenue in 2021.
- Developed a three-part series for Moz Whiteboard Fridays: [SEO & Accessibility](#)

Manager, Technical SEO | Visiture, LLC.

February 2018-March 2019

- Led Technical SEO strategy and built strong customer relationships with more than 50 eCommerce accounts on monthly retainer.
- Overhauled keyword research, auditing, and commerce platform migration product offerings, implementing recommendations, improving organic traffic and ROI for eCommerce clients
- Mentored a team of Content SEO colleagues on web development and Technical SEO best practices.

Senior Specialist, SEO | SocialSEO, Inc.

March 2016-February 2018

- Increased organic traffic and revenue via adept management of customer relationships and implementation of SEO strategies for a diverse portfolio of 15 clients, including enterprise clients with over 50 locations.
- Produced monthly analytics reports demonstrating organic search wins, losses, and learnings for future consideration and implementation.
- Contributed to client retention and significant business growth, which resulted in 500% increase in employees (15 to 100) during my two year tenure.

Marketing Coordinator | Skyline Products, Inc.

May 2015-March 2016

- Managed 15+ trade show marketing initiatives and industry partnerships for our gas price and commercial signage divisions.
- Represented Skyline Products at the National Association of Convenience Stores trade show.
- Engineered new functionality and more efficient processes as the administrator of our Salesforce instance.

Education & Certifications

Bachelors of Science, Journalism & Mass Communication | Iowa State University

May 2011-May 2015

Professional Certificate, Responsive Web Design | FreeCodeCamp.org

July 2020

Professional Certificate, Diversity, Equity, Inclusion in the Workplace | University of South Florida

January 2021

Certified Professional, Accessibility Core Competencies | International Association of Accessibility Professionals

August 2021

SVPG Product Training | Silicon Valley Product Group

March 2024

MicroMasters, Digital Transformation Leadership | Rochester Institute of Technology

May 2022-December 2022

MicroMasters, Design Thinking | Boston University

February 2023-May 2023

Professional Certificate, Retail and Omnichannel Management | Dartmouth College

July 2023

Professional Certificate, dbt Fundamentals | dbt Labs

January 2025