

Derrick Calloway

Product Leader | Platforms, Personalization & Recommendation Systems

Berlin, Germany (relocating to Los Angeles, CA) | docalloway@gmail.com | linkedin.com/in/derrickcalloway

PROFILE

Product leader with a decade of experience building platforms, recommendation and targeting systems, and user-facing experiences. At Spotify, I own the Hero Slot, an above-the-fold recommendation surface generating close to 100M content impressions daily, and lead product direction across platform engineering and ML teams. I specialize in turning ambiguous, cross-functional problems into scalable products and experimentation-backed roadmaps, with recent work spanning advertising integrations, developer platforms, MCP, and applied AI.

EXPERIENCE

Spotify | Senior Product Manager

Aug 2020 - Present | Berlin, Germany (Remote)

- Own Spotify's Hero Slot, the first content placement below shortcuts and above the fold across Home and Browse on mobile, desktop/web, TV, and car, serving close to 100M content impressions daily and supporting strategic goals such as introducing users to new content formats.
- Created a quarterly governance and virtual-budget system, reviewed with Spotify's executive leadership team, that transparently and equitably allocates scarce Hero Slot impressions according to business priorities and expected impact, enabling teams to execute their strategies while reducing promotional volume and protecting the user experience.
- Lead product direction across Spotify's promotions stack, spanning candidate generation, ML targeting, serving, and measurement through in-product dashboards, datasets, and API endpoints; partner with Music, Podcasts, Audiobooks, and Marketing to execute business strategies and improve engagement, activation, and retention while protecting the user experience.
- Partner with Podcasts and Audiobooks on conversion-funnel and targeting strategies; guide the development of propensity models that predict users' likelihood of conversion or churn and inform promotional campaigns.
- Own product strategy and delivery for Spotify Wrapped's highest-traffic entry point, the prominent top-of-Home gateway; spearheaded its evolution from a bespoke annual effort into a repeatable capability built on Spotify's promotions platform.
- Lead product direction for platform engineering and ML teams, including internal web apps and developer platforms with APIs, webhooks, documentation, versioning and deprecation policies, SLAs, authentication and authorization; own GTM for launches across web, iOS, and Android in multiple languages and regulatory environments.
- Own and evolve an internal MCP server that enables teams to interact with the platform through AI agents; create documentation and guides, lead adoption, and provide hands-on enablement to dozens of colleagues.
- Interview and help hire PMs; onboard peers, delegate responsibilities, set written objectives, provide feedback, and mentor junior PMs through Spotify's formal program.

Spotify | Product Manager

Feb 2018 - Aug 2020 | Stockholm, Sweden

- Led an internal programming platform from concept to scale, used monthly by 10% of all Spotifiers, with nearly 40 applications built by 25 contributing teams.

EARLIER EXPERIENCE

Eventbrite | Product Manager, Music 2016 - 2018 | San Francisco

- Founding PM for Eventbrite Music; used event-producer research to guide Ticketfly integration and build feature parity in Eventbrite's music ticketing offering.

Stitch Labs | Product Manager 2016 | San Francisco Bay Area

- Used customer research to expand product fit from SMB to mid-market retail while supporting the existing SMB base.

DoubleDutch | QA Lead to Customer Success to Product Manager 2012 - 2016 | San Francisco Bay Area

- Advanced through three functions and led the evolution of DoubleDutch's analytics product into Event Performance, a multi-persona analytics platform.

EDUCATION

Creighton University | B.A., Political Science and Government

American University of Beirut | Coursework, Arabic Language and Literature

CORE SKILLS

Platform Strategy · Personalization & Recommendation Systems · Machine Learning Products · Applied AI · Developer Platforms & Integrations · Experimentation · Growth & Lifecycle Strategy · Advertising Integrations · GTM & Platform Adoption · Executive Stakeholder Management

SELECTED PRODUCT

SESSHIN | INDEPENDENT PRODUCT

Designed, built, and launched an iOS and watchOS Zen meditation application from concept through App Store release.