

DOUGLAS P. DOBLE

Maplewood, NJ | 718-415-9650

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Digital Platforms | Enterprise Web Strategy | Digital Experience Transformation | AEM Cloud

Digital experience strategy & product leader with 25+ years driving end-to-end transformation across CMS-driven ecosystems. Proven track record translating business goals into measurable strategies that improve engagement & conversion.

Experienced in establishing governance and operating models, enabling distributed organizations to deliver consistent, high-quality digital experiences, and building and scaling high-performing teams. Deep expertise in Adobe Experience Manager (AEM), enterprise CMS migrations, and data-driven optimization across B2B and B2C environments through experimentation.

KEY SKILLS AND EXPERTISE

End-to-End Customer Journeys | Enterprise Operating Models | Data-Driven Experimentation (A/B & MVT) | Personalization | Analytics & Performance Benchmarking | Information Architecture | Artificial Intelligence (AI) | People Management | Agile Product Leadership | Cross-Functional Alignment | Executive Stakeholder Management | Enterprise Governance, Standards & Access Controls | Portfolio & Capacity Planning | Quality Assurance (UAT) | Taxonomy | WCAG/ADA Compliance | Four (4) Enterprise CMS Migrations | Adobe Experience Manager (AEM) | Drupal | Design Systems & Templates/Components | Change Management

PROFESSIONAL EXPERIENCE

PGIM, Newark, NJ

January 2024 - November 2025

Vice President, Marketing & Product Management

Directed digital experience transformation across 8 global marketing organizations and their digital properties, migrating from Drupal to AEM Cloud

- Built and scaled an enterprise operating model enabling consistent, end-to-end delivery across global websites & journeys
- Translated business objectives into experience strategies that improved engagement & conversion
- Established performance benchmarks and optimization frameworks using analytics, A/B testing, and experimentation
- Partnered with Marketing, Product (Agile teams), UX, Analytics & Technology to deliver integrated, scalable digital experiences that optimize digital journeys & improve KPIs
- Introduced AI-enabled capabilities for content tagging (taxonomy), QA automation, and personalization to improve operational efficiency
- Delivered executive communications and progress updates to senior leadership and C-suite stakeholders

PRUDENTIAL FINANCIAL, Newark, NJ

May 2015 - December 2024

Director, Marketing & Product Management

Led digital experience strategy & product delivery for Prudential.com (1 B2C/B2B site) & PGIM.com (8 B2B sites)

- Spearheaded PGIM's digital transformation efforts, leading website redesign & replatforming efforts, including identifying, selecting & adopting Drupal as the new enterprise CMS platform
- Migrated & consolidated 8 business unit websites onto Drupal, enhancing consistency and operational efficiency through governance structures & the use of a new design system
- Owned end-to-end experience strategy, roadmap, & backlogs across multiple digital properties & Agile teams
- Translated business & marketing goals into measurable improvements across multiple customer journeys
- Established experimentation programs (A/B & MVT) driving up to 50% lift in key KPIs

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E*TRADE FINANCIAL, New York, NY

November 2007 - May 2015

Director, Experience Management & Site Optimization, April 2015 - May 2015

Senior Marketing Manager, Experience Management & Site Optimization, July 2009 - April 2015

Marketing Manager, Digital Acquisition & Optimization, November 2007 - July 2009

RTC RELATIONSHIP MARKETING, Washington, DC

October 2005 - December 2007

Account Supervisor: Synagis (MedImmune) And Mirena (Bayer)

DISCOVERY COMMUNICATIONS, Silver Spring, MD

May 2004 - September 2005

Account Manager: Emerging Networks, Discovery Education And Networks/Trade

MRM GILLESPIE, Lawrenceville, NJ

November 2001 - November 2003

Account Supervisor: Prevacid (TAP) And Home Delivery Pharmacy (Medco)

OGILVYONE, New York, NY

May 1999 - July 2001

Account Executive: IBM Global Small Business

Project Manager: Brand Integration Group

LOWE FOX PAVLIKA, New York, NY

April 1997 - April 1999

Account Executive, Asst AE & Acct Coordinator: Mercedes-Benz Of North America

EDUCATION

Bachelor of Science in Business Administration

West Virginia University, Morgantown, WV

Marketing Major; Communications Minor