

# Jan Willem Lindemans

Senior Product Manager & Lead, Product-Market Fit

Fabulous · Remote

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## About me

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Product and behavioral science lead with 10+ years in mobile health, habits, research, and A/B tests; drive product-market fit at Fabulous (50+ million downloads) from concept to validation, academic background at Duke and Penn, research collaborations with GSK, USAID, and UNICEF.

## Skills

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**Product & growth:** Product management; Product-market fit; Roadmaps; Cross-functional leadership; A/B testing; Prompt engineering; Claude; Cursor

**Data & experimentation:** Data analysis; Multivariate testing; Google Analytics; Amplitude; SQL fundamentals; BigQuery; R; Python

**Behavioral science & health:** Behavior change; Habits; Social norms; RCTs; Field experiments

## Experience

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### 2024 – Present

[Fabulous](#)

Senior Product Manager & Lead, Product-Market Fit

Remote

04/2024–Present Principal Behavioral Scientist, Senior Product Manager & Lead, Product-Market Fit at Fabulous

- Led product-market fit (PMF) discovery for Fabulous's incubation portfolio of 4 new health apps (anxiety, sleep, fasting, and personal growth), translating behavioral research and competitor analyses into validated, standalone subscription apps.
- Designed, coded, and tested bold web onboardings for incubation apps, driving a 10-fold increase in one's North Star metric within 10 weeks, exceeding target by 28%.
- Engineered a dynamic onboarding framework to enable high-velocity testing with zero design/development cost; drove an 84% purchase conversion lift in two months, achieving the fastest onboarding North Star validation in company history.
- Established and chaired weekly cross-functional PMF Cells alongside the CEO, CMO, and heads of Data Science, UA, and Creative to align user acquisition loops with product monetization hooks.
- Designed and tested checkout variants, upsells, and D0 mobile experiences, including matching experiences with bold experimental onboardings.

### 2019 – 2023

[Duke University, Social Science Research Institute](#)

Principal of Health Behavior Research

Durham, NC

09/2019–12/2023 Senior Researcher and Principal of [CAH Health](#) (Domestic and Global Health and Wellbeing) at the Center for Advanced Hindsight, Duke University

- Directed health behavior research portfolio spanning vaccination, adherence, exercise, and meditation; scaled team to ~10 FTE researchers at peak.

- Authored 10 peer-reviewed publications in medical, behavioral, and management journals, including *Management Science*, *BMJ Leader*, and *Nature Human Behaviour*, reporting RCTs, public health interventions, and behavioral nudges.
- Negotiated and secured ~\$3.66M in sponsored research from insurers, pharma, and foundations; owned delivery, reporting, and fiscal oversight.

## 2015 – 2019

### Duke University, Social Science Research Institute

Applied Behavioral Scientist

Durham, NC

03/2019–08/2019 Senior Researcher and Principal of CAH World (Global Health and Development) at the Center for Advanced Hindsight, Duke University

08/2017–03/2019 Senior Researcher at the Center for Advanced Hindsight, Duke University

08/2015–08/2017 Postdoctoral Fellow at the Center for Advanced Hindsight, Duke University

- Conducted applied behavioral science research on health behavior, habits, and decision-making at Duke's Center for Advanced Hindsight.
- Designed and ran RCTs and field studies with industry and public-sector partners; translated findings into intervention prototypes.
- Co-authored publications and grant proposals; mentored undergraduate collaborators on study design and analysis.

## 2014 – 2015

### University of Pennsylvania

Co-director, Penn Social Norms Group

Philadelphia, PA

02/2014–07/2015 Associate Director of the Penn Social Norms Training and Consulting Group

- Co-directed experimental research on social norms and behavior change with faculty and graduate collaborators.
- Led study design, data analysis, and reporting for lab and field studies on norm perception and pro-social behavior.
- Managed project operations, research assistants, and dissemination to academic and practitioner audiences, including UNICEF and CARE International.

## Education

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- Postdoctoral Fellow, University of Pennsylvania, Philosophy, Politics and Economics Program (05/2013–07/2015)
- Doctor of Philosophy (PhD), KU Leuven, Belgium, Center for Ethics, Social and Political Philosophy (2013)  
Dissertation: The Road to Rejection and the Burden of Methodology: F. A. Hayek Reassessed
- Master in Philosophy (magna cum laude), KU Leuven, Belgium (2006)
- Master in Law (cum laude), KU Leuven, Belgium (2005)

## Articles in peer-reviewed journals and books

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- Bartmann, N., Lindemans, J. W., Sloan, C. E., Vojtek, I., & van Wouw, M. (2025). Transforming provider-patient vaccine conversations: a randomised trial on presumptive communication training. *BMJ leader*, 0, 1-8. [doi:10.1136/leader-2025-001350](https://doi.org/10.1136/leader-2025-001350)
- Hopkins, S.-M., Rayburn-Reeves, R. M., Lindemans, J. W., et al. (2025). Teaching political tricks and discernment through active and passive tools. *PNAS Nexus*, 4(8), pgaf245. <https://doi.org/10.1093/pnasnexus/pgaf245>

- Woerner, A., Romagnoli, G., Probst, B. M., Bartmann, N., Cloughesy, J. N., & Lindemans, J. W. (2024). Should Individuals Choose Their Own Incentives? Evidence from a Mindfulness Meditation Intervention. *Management Science*, published online ahead of print. <https://doi.org/10.1287/mnsc.2021.04157>
- Shaefer Spires, S., Clark, J., Reeves, R., Dodds Ashley, E., Desai, A., Lindemans, J. W. (2022). Thoughts and beliefs of healthcare workers regarding the coronavirus disease 2019 (COVID-19) vaccine and which messaging themes might affect vaccine confidence and recommendation of the vaccine. *Antimicrobial Stewardship & Healthcare Epidemiology*, 2(E76), 1-3. <https://doi.org/10.1017/ash.2022.50>
- Bartmann, N., Rayburn-Reeves, R., Lindemans, J. W., & Ariely, D. (2022). Does Real Age Feedback Really Motivate Us to Change our Lifestyle? Results from an Online Experiment. *Health Communication*, 1-10. <https://doi.org/10.1080/10410236.2022.2030078>
- Jones, B. C., DeBruine, L. M., Flake, ..., Lindemans, J. W., ..., Coles, N. A. (2021). To which world regions does the valence–dominance model of social perception apply? *Nature Human Behaviour*, 5, 159–169. <https://doi.org/10.1038/s41562-020-01007-2>
- Cloughesy, J., Lindemans, J. W., & Ariely, D. (2021). Dyad-linked incentives and social closeness in an online health behavior (Research Spotlight). *Annals of Behavioral Medicine*, 55(Suppl 1), S166.
- Sheeran, P., Wright, C. E., Avishai, A., Villegas, M. E., Lindemans, J. W., Klein, W. M. P., Rothman, A. J., Miles, E., & Ntoumanis, N. (2020). Self-determination theory interventions for health behavior change: Meta-analysis and meta-analytic structural equation modeling of randomized controlled trials. *Journal of Consulting and Clinical Psychology*, 88(8), 726–737. <https://doi.org/10.1037/ccp0000501>
- Yousuf, H., Corbin, J., Sweep, G., Hofstra, M., ... , Lindemans, J. W. [corresponding author], Narula, J., Hofstra, L. (2020). Association of a Public Health Campaign About Coronavirus Disease 2019 Promoted by News Media and a Social Influencer With Self-reported Personal Hygiene and Physical Distancing in the Netherlands. *JAMA Network Open*, 3(7), e2014323. <https://doi.org/10.1001/jamanetworkopen.2020.14323>
- Yousuf, H., Hofstra, M., Tijssen, J., Leenen, B., Lindemans, J. W., van Rossum, A., Narula, J., and Hofstra, L. (2020). Estimated Worldwide Mortality Attributed to Secondhand Tobacco Smoke Exposure, 1990-2016. *JAMA Network Open*, 3(3), e201177. [doi:10.1001/jamanetworkopen.2020.1177](https://doi.org/10.1001/jamanetworkopen.2020.1177)
- Jiang, T., Lindemans, J. W., & Bicchieri, C. (2015). Can trust facilitate bribery? Experimental evidence from China, Italy, Japan and the Netherlands. *Social Cognition*, 33(5), 483–504. <https://guilfordjournals.com/doi/abs/10.1521/soco.2015.33.5.483>
- Bicchieri, C., Lindemans, J.W. [shared first author], & Jiang, T. (2014). A structured approach to a diagnostic of collective practices. *Frontiers in Psychology*, Vol. 5(1418). <https://www.frontiersin.org/articles/10.3389/fpsyg.2014.01418/full>
- Lindemans, J. W. (2012). Methodological individualism and cultural evolution: Ontogenetic and phylogenetic approaches to social order. *The Quarterly Journal of Austrian Economics*, Fall 2012, pp. 331-369. <https://mises.org/library/methodological-individualism-and-cultural-evolution-ontogenetic-and-phylogenetic-approaches>
- Lindemans, J. W. (2011). Hayek's post-positivist empiricism: Experience beyond sensation. In Leslie Marsh (ed.), *Hayek in Mind: Hayek's Philosophical Psychology (Advances in Austrian Economics, Volume 15)*, Bingley, UK: Emerald, pp.143-170. [https://doi.org/10.1108/S1529-2134\(2011\)0000015012](https://doi.org/10.1108/S1529-2134(2011)0000015012)

## Other publications and reports

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- CAH Health [team led by Lindemans]. (2022). Staying Healthy, Happy and Vaccinated. CAH Health Report. [https://advanced-hindsight.com/staying\\_happy\\_healthy\\_vax](https://advanced-hindsight.com/staying_happy_healthy_vax) [Editor]

- CAH Health [team led by Lindemans]. (2021). Staying Healthy and Happy in Tough Times: Lessons from the Coronavirus Pandemic. CAH Health Report. <https://advanced-hindsight.com/health-research/healthy-in-tough-times.pdf> [Editor and corresponding author]
- Clark, J., Corbin, J., Bonick, J., Ricks, S., Lewis, N., Lindemans, J. W., Paulin, I., O'Brien, J., Ariely, D. (2021) Pushing Past Paternalism: An Equity-Centered Framework for Judging the Justifiability of Policy. <https://influencingforgood.com/Pushing-Past-Paternalism.pdf>
- CAH Health [team led by Lindemans]. (2020). A Comprehensive Approach to Changing Health Behaviors: Care, Prevention and Finance. CAH Health Report. <https://advanced-hindsight.com/health-research/care-prevention-finance.pdf> [Editor and corresponding author]
- Holzwarth, A., Berman, C. J., Schwartz, J., Schanbacher, A., Juarez, L., Mathera, R., Lindemans, J. W., Beasley, M., Ariely, D. (2020). Applying Behavioral Science to Health and Financial Decisions: Five Case Studies on the Impact of Framing on Real-World Decisions. In A. Samson (Ed.), The Behavioral Economics Guide 2020 (with an Introduction by Colin Camerer) (pp. 40-56). Retrieved from <https://www.behavioraleconomics.com/the-be-guide/the-behavioral-economics-guide-2020/>
- Lindemans, J. W., & Ariely, D. (2016). People Should Spread Out Their Spending: So Why Don't They? Scientific American: MIND Guest Blog. Retrieved from <http://blogs.scientificamerican.com/mind-guest-blog/people-should-spread-out-their-spending-so-why-don-t-they/>
- Lindemans, J. W., Jiang, T., Yuan, L. C., Peterson, T. N., & Ariely, D. (2015). Behavioral Economics and Global Nutrition: Strategy and Design Suggestions for PATH (report).
- Lindemans, J. W., Peterson, T. N., Jiang, T., Yuan, L. C., Wunderink, S., & Ariely, D. (2015). Behavioral Economics and Global Nutrition: Strategy and Design Suggestions for Alive & Thrive (report).
- Bicchieri, C., Lindemans, J. W. [shared first author], & Jiang, T. (2014). A social norms perspective on child marriage: The general framework (paper commissioned by UNICEF). <https://repository.upenn.edu/pennsong/13/>
- Lindemans, J. W. (2013), The Road to Rejection and the Burden of Methodology: F. A. Hayek Reassessed (PhD thesis).

## Submitted manuscripts

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- Ivo Vojtek, Marloes van Wouw, Vanessa Palsenbarg, Jenna Clark, Jan Willem Lindemans, Rebecca Rayburn-Reeves, Joe Smyser. (Forthcoming). Has COVID-19 made vaccine acceptance both better and worse? Submitted to Human Vaccines & Immunotherapeutics
- Lindemans, J. W., Beasley, M., Kagan, A. N., Zong, M., Ariely, D. (working paper). Mental Accounting through "Rainy Day" Accounts: Evidence from a Natural Field Experiment
- Lindemans, J. W., Walkowitz, G., Bicchieri, C., & Jiang, T. (work in progress). Abandoning harmful social norms and the role of communication.
- Lindemans, J. W. (working paper). Good old stimulus-response: Why revealed social-preference explanations are not empty.
- Lindemans, J. W. (working paper). Levels of pluralism in science, politics and evolution. ([link working paper](#))
- Lindemans, J. W. (working paper). Entrepreneurial luck and the problem of just and efficient reward. ([link working paper](#))

## Software development: authored R packages and apps

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- Lindemans, J. W. (2023). `better`: Make guestimates about the impact of health nudges. R package version 0.0.0.9000. <https://github.com/janlindemans/better>
  - Lindemans, J. W. (2023). Better App: Guesstimate impact of health nudges with Better. R Shiny App. [https://janlindemans.shinyapps.io/better\\_app/](https://janlindemans.shinyapps.io/better_app/)
  - Lindemans, J. W. (2023). `cah`: Useful tools for CAHers. R package version 0.0.0.9000. <https://github.com/janlindemans/cah>

## Teaching

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### University of Pennsylvania (Philosophy, Politics and Economics Program)

- Philosophy of the Social Sciences (1/2014—7/2015)
- Philosophy of Economics (9/2012—1/2015)
- Introduction to Philosophy (1/2013—5/2013)
- How to Study Humans – philosophy of social science seminar (1/2013—5/2013)

### KU Leuven (recitations, Faculty of Law, in Dutch)

- Introduction to Philosophy and Philosophy of Science (9/2006—7/2012)
- Introduction to Philosophy (9/2006—7/2012)
- Constitutional Law (09/2005—09/2006)
- Roman Law (09/2005—09/2006)

## Refereeing

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- Journals: Economics & Philosophy; Politics, Philosophy & Economics; Games; Erasmus Journal for Philosophy and Economics
- Books: Routledge Philosophy

## Partnerships and consulting

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- Guide on Leveraging the Science of Habit to Fortify Adherence and Continuity of Treatment funded by USAID (8/2023–2/2024)
- Expert meeting on Learnings from Behavioral Science to Improve Vaccination Confidence and Vaccination Equity funded by Merck & Co. (8/30/2023)
- Lead sponsorships (Centene, GSK, RWJF) as Principal of Domestic and Global Health and Wellbeing at CAH, Duke (09/2019–12/2023)
- Lead sponsorships (Achmea, Joep Lange Institute) as Principal of Global Health and Development at CAH, Duke (03/2019–08/2019)
- Lead Achmea Partnership (Dutch insurance company) (1/2017–3/2019)
- Member of CommonCents Lab (behavioral finance) funded by the MetLife Foundation (9/2015–9/2017)
- Lead collaboration with CommonCents partner Duke Credit Union Lab (11/2015–12/2018)

- Lead Behavioral Economics and Global Nutrition project funded by Gates Foundation (8/2015–1/2016)
- Associate Director of the Penn Social Norms Training and Consulting Group (2/2014–7/2015)
- Consultant for UNICEF on child marriage and social norms (6/2014)
- Consultant for CARE International on violence against women and social norms (5/2014)

## Workshops

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- Workshops with sponsors (Centene, GSK, Achmea, Joep Lange Institute) (09/2018–present).
- Lead Behavioral Economics Workshop for the Duke Credit Union, January 21, 2016.
- Facilitator in [Penn-UNICEF 2015 Summer Program on Advances in Social Norms and Social Change](#), June 22 until July 3, 2015.
- Lead facilitator of [Penn-UNICEF 2014 Summer Program on Advances in Social Norms and Social Change](#), June 16-27, 2014.
- Lead trainer of Penn Workshop on Social Norms and Gender-Based Violence for CARE International in Sri Lanka, 20-22 May 2014.
- Facilitator in [Penn-UNICEF 2013 Summer Program on Advances in Social Norms and Social Change](#), July 1-12, 2013.

## Talks

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- “Take Charge of Your Ethics”, City of Durham, Durham, NC, May 10, 2023.
- “Combating Healthcare Misinformation”, 6th Annual [Antimicrobial Stewardship Symposium](#), Belmont University, Nashville, TN, May 13, 2022.
- “Applying Behavioral Science to Wearing Masks and Social Distancing”, DICON/DASON Symposium, Duke Infection Control Outreach Network, November, 2020.
- “Information, Testimonials, and Drama: An Experiment in Kenya”, Africa Social and Behavioral Change conference, Nairobi, Kenya, February 2019.
- “Behavioral Econ in 12 minutes,” Actify Amsterdam, January 2018.
- “The Science of Decision Making and its Implications”, keynote address at LifeNet Health’s Strategic Planning Retreat, Duck NC, December 8, 2016.
- “The Science of Decision Making and its Implications”, keynote speech at the Organ Donation & Transplantation Alliance’s National Critical Issues Forum Disrupting the Status Quo, Henderson NV, October 21-22, 2016.
- “Behavioral Economics and Global Nutrition”, final presentation of project, Gates Foundation, Seattle, November 2015.
- “Social norms”, Workshop on Behavioral Economics and Development, World Bank, Washington, October 2015.
- [“Handwashing and social norms”](#), Handwashing Behavior Change Think Tank 2014, Global Public-Private Partnership for Handwashing, Washington, DC, February 2014.
- “Decision Fatigue and the Science of Decision-Making”, Judicial Institute Course, Baltimore, November 2013.

- “Against methodological totalitarianism: On the actual role of rational choice and evolution in explaining cooperation”, European Association for Evolutionary Political Economy (EAEPE), Vienna, 27-30 October 2011 ([link program](#)).
- “Beyond the causal chain: On the role of rational choice and evolution in explaining cooperation”, Causality and Explanation in the Sciences (CaEiS2011) in the Causality in the Sciences (CiS) series, Ghent, Belgium, 19-21 September 2011 ([link program](#)).
- “Against methodological totalitarianism: On the actual role of rational choice and evolution in explaining cooperation”, International Network for Economic Method (INEM) Conference, Helsinki, 1-3 Sept. 2011 ([link book of abstracts](#)).
- “Three ways of explaining cooperative behavior: Mechanism, maximizing disposition and selection”, Evolution, Co-operation and Rationality II: Philosophical Perspectives, University of Bristol, 27-29 June 2011.
- “Levels of pluralism in science, politics and evolution”, European Association for Evolutionary Political Economy (EAEPE), Bordeaux, 29-30 October 2010 ([link working paper](#)).
- “Selectors and interactors in economic evolution: beyond consumers and entrepreneurs”, European Association for Evolutionary Political Economy (EAEPE), Amsterdam, 6-8 November 2009.
- “Can subjectivism and methodological individualism survive neuroeconomics, and vice versa?”, Neuroeconomics: Hype or Hope? Erasmus Institute for Philosophy and Economics (EIPE) conference, Rotterdam, 20-22 November 2008 ([link program](#)).
- “Methodological individualism as an ontogenetic approach to social order”, International Network for Economic Method (INEM) Conference, Madrid, 12-13 September 2008 ([link book of abstracts](#)).