

Jan Lindemans

SENIOR PRODUCT MANAGER & LEAD, PRODUCT-MARKET FIT



About me

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 launch to scale, academic background at Duke and Penn, research collaborations with GSK, USAID, and UNICEF.

Contact

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🏠 Los Angeles, CA 90066

Skills

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

🌐 www.janlindemans.com

📧 [janlindemans](https://www.facebook.com/janlindemans)

🌐 [janlindemans](https://www.linkedin.com/in/janlindemans)

EXPERIENCE

2024 – Present

Senior Product Manager & Lead, Product-Market Fit

 FABULOUS

📍 REMOTE

- Partnered with product and growth on behavioral science for subscription mobile health; translated research into testable hypotheses and measurement plans.
- Led Lune (sleep) and directed Lumiere (anxiety) web onboarding from discovery through launch, with cross-functional PMF alignment.
- Convened PMF Cells for Lune and Lumiere with Creatives and UA; expanded forum to UA, Creatives, Data Science, CMO, and CEO.
- Drove cross-product onboarding—angle testing, dynamic frameworks, monetization (including dynamic packaging), and PWA experimentation.
- Ran full PMF cycles on growth surfaces: hypothesis design, shipped A/B experiments, and readouts across onboarding, upsells, and mobile experience.

2019 – 2023

Principal of Health Behavior Research



DUKE UNIVERSITY, SOCIAL SCIENCE RESEARCH INSTITUTE

📍 DURHAM, NC

- Directed health behavior research portfolio spanning vaccination, adherence, exercise, and meditation; scaled team to ~10 FTE researchers at peak.
- Negotiated and secured ~\$3.66M in sponsored research from insurers, pharma, and foundations; owned delivery, reporting, and fiscal oversight.

2015 – 2019

Applied Behavioral Scientist



DUKE UNIVERSITY

📍 DURHAM, NC

- 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 graduate and postdoctoral collaborators on study design and analysis.

2014 – 2015

Co-director, Penn Social Norms Group



UNIVERSITY OF PENNSYLVANIA

📍 PHILADELPHIA, PA

- 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.

EDUCATION

2014

Postdoc, Politics, Philosophy and Economics (PPE)



UNIVERSITY OF PENNSYLVANIA

📍 PHILADELPHIA, PA

2013

Ph.D., Philosophy of Economics

UNIVERSITY OF LEUVEN

📍 LEUVEN, BELGIUM

2005–2006

M.A., Law; M.A., Philosophy

UNIVERSITY OF LEUVEN

📍 LEUVEN, BELGIUM