

GRIFFIN YIANAKOPOLOS

DIRECTOR OF PRODUCT MANAGEMENT • SEATTLE, WA

Director of Product Management leading Zillow's search, consumer communications, and Shopping AI, with 10 years at Amazon and Zillow. Invented and scaled BuyAbility to 5M+ enrolled users and built Fire TV Channels from scratch to 3M+ users. Hands-on builder using agentic coding tools to develop AI systems and improve how cross-functional teams operate.

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WORK

DIRECTOR, PRODUCT MANAGEMENT

ZILLOW GROUP • SEATTLE, WA • AUG 2026 - PRESENT

SEARCH, CONSUMER COMMUNICATIONS & SHOPPING AI

Lead six PMs across search, consumer communications, and Shopping AI, partnering with approximately 53 engineers.

- Defined Zillow's Shopping strategy across search, home details, and communications; aligned teams on experience quality and personalization, with daily active users as a shared success metric.
- Led a cross-functional audit of Zillow AI mode search use cases; defining LLM response and tool-use requirements to guide evaluations and prioritize release blockers with partner teams.
- Reorganizing Zillow Search into two cross-platform pods, each with distinct OKRs and a full cross-functional team spanning product, design, data science, and engineering, to enable faster, more autonomous decisions.
- Implementing an AI-native operating model through Codex and Claude Code training and a shared context repository that teams and agents use to support aligned, autonomous execution.
- Improved leadership decision-making and team accountability by reinventing Zillow's core Monthly Business Review around input metrics and progress against goals; built AI tooling and partnered with data science to automate preparation.

SENIOR MANAGER, PRODUCT MANAGEMENT

ZILLOW GROUP • SEATTLE, WA • FEB 2025 - AUG 2026

CORE ZILLOW CONSUMER

Led four PMs across affordability (BuyAbility and Zillow AI mode), planning, information architecture, app growth, and social impact, partnering with approximately 26 engineers.

- Scaled BuyAbility from 0 to 5M+ enrolled users in 2 years through experimentation across discovery, save, and enrollment, increasing monthly enrollments by 166%; enrolled users converted to pre-qualification at 10x the rate of non-enrolled users.
- Led delivery of BuyAbility in Zillow's ChatGPT app in six weeks for OpenAI's inaugural apps launch (Oct. 2025); defined UX, MCP tool behavior, and app-wide metrics and instrumentation.
- Partnered with data science on an ML propensity model that improved loan-funding prediction by 35% and targeting accuracy across multiple lines of business.
- Led the Experian partnership and credit-verification integration for BuyAbility, targeting 1M verified users; the pricing it secured let Zillow Home Loans consolidate its pre-qualification credit data at a material monthly saving.
- Defined the vision and led the cross-platform launch of Zillow's Plan Tab, a unified planning experience for buyers, sellers, and renters; shaped the C-suite investment pitch and refocused team goals on user activation.

PRINCIPAL PRODUCT MANAGER

ZILLOW GROUP • SEATTLE, WA • JUN 2023 - FEB 2025

ZILLOW HOME LOANS (ZHL) GROWTH & EXPERIENCE

- Invented and launched BuyAbility, a real-time personalized affordability product, from concept to iOS/Android launch in 2.5 months; recognized internally as one of Zillow's most significant innovations since the Zestimate (patent pending).

- Invented Zillow’s centralized affordability calculation service, defined its logic and product requirements, and shipped the MVP in 3 months; the service now supports BuyAbility, AI mode, search, home details, and payment experiences.
- Drove cross-org execution post-MVP: secured roadmap commitments from 12+ teams, funding for +10 engineers and +1 PM, and alignment across 30+ partner engineers to deliver a cohesive multi-surface experience.

SENIOR PRODUCT MANAGER (LEAD)

AMAZON · SEATTLE, WA · NOV 2021 – JUN 2023

FIRE TV CONTENT & VIDEO ADVERTISING

- Built Fire TV Channels app from scratch, a free ad-supported streaming service on Fire TV, scaling to 3M+ customers and 5M hours streamed (as of May 2023), unlocking a large incremental video advertising revenue stream.
- Led a 50+ person cross-functional team to launch and scale Fire TV Channels, defining the roadmap, aligning senior leadership on resourcing, and delivering multiple releases that achieved 4.1/5 CSAT in beta.
- Collaborated with Marketing, BD, and PR to drive adoption of new launches via on-device marketing and press coverage in high-profile publications (The Verge, TechCrunch).

SENIOR PRODUCT MANAGER

AMAZON · SEATTLE, WA · DEC 2020 – NOV 2021

ALEXA

- Launched targeted notification system reaching 2M+ users for engagement and reactivation; shipped Alexa’s first-run voice tutorial to increase active days and reduce lapse.

SENIOR FINANCIAL ANALYST & FINANCIAL ANALYST I/II

AMAZON · SEATTLE, WA · AUG 2016 – DEC 2020

AMAZON ADS & FINANCE ROTATION PROGRAM

- Finance owner of \$400M Devices Display Advertising business, responsible for all planning, modeling, and reporting.

EDUCATION

B.A.

UNIVERSITY OF WASHINGTON · SEATTLE, WA · SEP 2012 – JUN 2016

POLITICAL SCIENCE, FOCUS IN POLITICAL ECONOMY

SKILLS

PRODUCT	Product strategy and roadmaps · 0-to-1 development and scaling · growth and experimentation · user research · product analytics
AI	LLM product development and evaluations · prompt and context engineering · MCP and tool use · multi-agent orchestration · Claude Code and Codex
DATA & TOOLS	SQL · Databricks · Tableau

PROJECTS

MEAL APP github.com/griffinyanny/meal-app	Built an AI meal-planning app that personalizes recipes and weekly plans to household preferences and creates grocery lists; implemented schema-validated LLM outputs and evaluations for generation quality and dietary constraints.
CHIEF OF STAFF	Built a personal AI system with persistent context, custom MCP integrations, and scheduled agents for writing workflows and feedback, meeting preparation, task management, and decision support; added a native macOS interface and review controls for automated work, replacing a paid Todoist workflow.
PERSONAL FINANCE	Built a personal finance app with automated bank sync, household cash-flow forecasting, and a tested payment optimizer that recommends what to pay and when; replaced a paid Monarch subscription.