Joseph Gibbie

Lead Product Manager — AI Search, GEO & SEO
14+ years of experience in Web & SEO, now building the machine-native substrate for conversational AI

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Summary

Product leader with 14+ years in web and organic search, now architecting the machine-native, agentic substrate for AI-mediated discovery and web platforms. Structures content as atomic propositions to maximize retrieval density and capture intent across Google AI Overviews, AI Mode, and conversational AI — correcting errors, earning citations, and more than doubling response accuracy. Scaled FanDuel organic traffic 200% YoY ($20M) and built $20M+ from scratch.

Experience

Lead Product Manager, GEO & SEO — *AT&T: 2025 to present*

• Leading AI search strategy (GEO / AEO / SEO) across high-traffic consumer platforms, translating shifts toward retrieval-augmented generation and conversational interfaces into product roadmap priorities, and agentic systems.

• Pioneered machine-native content structured in atomic propositions, which functions as retrieval-dense grounding for conversational AI (200x / token), correcting errors and earning citations across ChatGPT, Google AI Overviews, and Copilot.

• Architecting an agentic system that builds and maintains a machine-native web substrate at scale, spanning the end-to-end lifecycle, from detection, LLM transformation and validation, to review gates, publication and management.

• Built a controlled, multi-dimensional testing framework that scores AI answer accuracy across product, pricing, eligibility, and disclosure dimensions, using baseline-vs-grounded methodology to quantify grounding impact across AI platforms.

• Extending the substrate from citation to conversion: layering personalization, brand-native presentation and calls-to-action over the same machine-native content, with MCP-based protocols for validation and transaction handoffs.

Senior Product Manager, SEO — *FanDuel Group: 2022 to 2025*

• Led SEO and discovery experiences for web platforms, driving 200% YoY traffic growth and $20M in incremental revenue by developing scalable systems and experiences around valuable user journeys.

• Developed web product strategy and charted an 18-month roadmap focused on user acquisition and activation, aligning engineering, product, design, marketing, user research and data science teams around OKRs for 10X user growth.

• Launched a programmatic SEO content discovery experience from scratch, filling a critical content gap and generating $800K+ by condensing multiple APIs into a single endpoint and designing an end-to-end journey.

• Designed and deployed a headless CMS framework that increased revenue by $5M YoY and eliminated $2M in vendor costs by consolidating fragmented content experiences and systems into cohesive and scalable structures.

SEO Manager — *Neiman Marcus Group: 2021 to 2022*

• Diagnosed and resolved critical SEO and platform issues within an enterprise e-commerce and highly matrixed environment, halting a $1.6M revenue decline within the first week.

• Partnered cross-functionally with product & engineering to execute a recovery strategy, reversing a $50M YoY revenue decline within 3 months by improving search visibility, content architecture and platform performance across 1M+ pages.

Product Manager — *Victiv Media: 2012 to 2021*

• Launched and scaled a portfolio of web products across 11 verticals — driven primarily by organic search — owning vision, strategy, and execution to generate $20M+ in revenue from scratch and 1,000+ strategic partnerships.

Skills

Product Discovery & Strategy • SEO • AI Search (GEO / AEO) • RAG • LLM Retrieval & Grounding Systems • Atomic Proposition Retrieval • Retrieval Density & Facts-Per-Token • Agentic Commerce • MCP • ARD • Machine Native Content • Conversational Search • Query Fan-Out • Enterprise Technical SEO & Strategy (Crawl / Render / SSR / Index / Rank)