

Derek Nordquist

EMAIL

dereknordquist@gmail.com

LOCATION

Chicago, IL

Product leader with 15+ years in product, turning zero-to-one problems into durable businesses — from 1st employee at a venture-backed startup to leading platform product at Meta.

Experience

META

Product Manager, Instagram

Dec 2022 - Present

- Lead Instagram's end-to-end integration with Ray-Ban Meta Glasses — import flows, glasses-specific creative tools, and a user-generated content attribution system — driving a meaningful lift in incremental sales.
- Own the video creation platform and launched Instagram's timeline video editor for Reels, growing creator MAU and laying the foundation for the standalone Edits app.

Group Product Manager, Messenger

Jul 2020 - Dec 2022

- Led a 4-person product team for Messenger Kids, a parent-directed messaging app for children.
- Resolved a sensitive C-level security issue, partnering with legal and privacy teams to brief the FCC/DOJ on progress and resolution.

INSTAWORK

VP Business Operations

Jan 2020 - Jul 2020

Head of Product

Jun 2016 - Jan 2020

- 1st employee and founding executive team member at a YC, Benchmark & Google Ventures-backed startup; helped grow the company from 3 to 100+ employees and raise \$28M in funding.
- Recruited and managed a 12-person team of product managers, designers, and customer support agents.
- Led the pivot to an on-demand staffing marketplace, reigniting revenue growth and making it the company's primary business.

GROUPON

Senior Product Manager

Nov 2010 - Dec 2015

- Created and launched G2, Groupon's shift from Daily Deals to a local marketplace, which grew to 70% of total deal volume.
- PM for a team of 8 engineers and data scientists on internal tools, including ML algorithms and UIs that prioritize leads for the sales team.

KPMG

Senior Associate

Sep 2008 - Nov 2010

- Supply chain consultant for manufacturing and agriculture clients.
-

Education

B.S., Supply Chain Management

University of Illinois