

Product Management and Marketing

Does your product address existing or prospective customer's pain points? Do you have buy-in on the business need and development roadmap from all of your stakeholders? Are multiple unique selling propositions being tested to launch your product with messaging that's proven to generate new leads for your pipeline? If these questions are keeping you from a good night's sleep, I can help.

I have launched internet products and websites into a variety of markets, including e-commerce, media, ad-technology and social networking. From needfinding to marketing communications, I use a customer development approach that tests problems and product concepts against customers and develops product to drive sales. Coordinating stakeholders for efficient development and launch is the product manager's responsibility, validating the product against customers and optimizing for market success is the product manager's mission and the measure of success that I bring to your next product initiative.

SKILLS

- Listening. Customer calls and on-sites to discover needs and validate solutions.
- Building products that generate sales (Snapshirts.com) and create messaging that generates demand (Snapshirts, Right Media, FreshmanFund.com).
- Leadership of cross-functional teams including: marketing, communications, product management, web production, system architecture, and business development.
- Product design grounded in an understanding of the underlying technical architecture.
- Visual communication, wireframes and mock-ups integral to effective development.
- Entrepreneurial mindset accustomed to big challenges and big changes.
- New media marketing. Blogger, social media and community marketing expertise.

EXPERIENCE

Freshman Fund	6 employees, Ann. Rev. - NA	www.freshmanfund.com
VP Product Development	11/2007 – Present	New York, NY

Freshman Fund is a startup lead-generation platform for college savings plans.

Operations: launched and ran order management system; handled all customer support, created FAQs and agent response scripts; QA script for all site upgrades; manage company expenditures and budgeting **Marketing:** copywriting throughout site and beyond (email, blog, social network); data-driven guerilla marketing and public relations using Google Analytics. **Business Development:** Advertising partnerships and content syndication with www.moolanomy.com and www.pfbuzz.com. Proposal and partner strategy for lead generation deals with FutureTrust and Paladin Registry.

- UI and marketing communications drive sustained 7% conversion rate at FreshmanFund.com
- Raised 30% of seed round from independent investors
- Managed PR outreach to over 1,200 blogs in personal finance, parenting, education and the environment
- Analytics-based marketing generated over 5,000 monthly uniques in H2'08 on \$0 budget
- 4 of 5 star customer service satisfaction rating (as measured by LivePerson LLC)
- Published on industry blog - <http://www.network9.com/archives/14>

Right Media LLC (Yahoo!)	250 employees, Ann. Rev. \$25-50MM	www.rightmedia.com
Market Analyst	10/2006 - 11/2007	New York, NY

Right Media online ad exchange provides over 170 networks and 50,000 buyers and sellers open market price discovery and ROI-optimized delivery for over 6 billion impressions per day. Acquired by Yahoo!, Inc. for \$720MM.

BrandSafe advertising study: performed industry analysis, conducted customer interviews, and assembled case studies to segment publisher inventory by brand suitability. Market positioning and product specifications for ad inventory forecasting and reservations system used to sell premium ad campaigns on the exchange. Design and product specifications for creative auditing; internal user interface to improve efficiency of the ad auditing team, foster greater collaboration and real-time knowledge-sharing.

- Product marketing and development with Tickle.com, 6 Apart, Oridian, Demand Media, Name Media
- Product specs for media planning tools: forecasting and reservations
- Functional analysis of Doubleclick DART ad server at the application level (screen-by-screen)
- 8 feature upgrades for media auditing tool, 3X increase in efficiency
- Rated and categorized content for over 5,000 ad-supported websites

Jonah Keegan

- Sourced 5 content-ratings partnership opportunities. Modeled \$5MM JV

Brontosaurus Media Inc

4 employees, Ann. Rev. NA

Founder

1/2006 - 9/2006

New York, NY

"TV Guide for bloggers." a content-mediated directory covering top blogs. Closed in fall 2006.

P&L responsibility for operations, sales and marketing. Managed 20 freelance authors and offshore transcription service. Web production: Wordpress content management system and custom plug-in development.

- Blog advertising partnership with Remix Media Ad Network
- 6,000 monthly uniques, 65 published interviews, over 42,000 words.

Snapshirts

2 partners, Lifetime Rev. \$12,000

www.snapshirts.com

Founder

2006 - Present

New York, NY

Online custom retail website targeting bloggers.

Validated market and partnered with ArtApart for automated order and drop-ship fulfillment. Created downloadable custom image to drive viral blog marketing.

- 128,000 visitors, net profitable since March 2006. Mailing list with 4,500 validated addresses
- Top 5 Google search result for "word cloud" (275,000 results)

Sturza's Medical Research

17 employees, Hedge Fund

Editor

8/2005 - 3/2006

New York, NY

Boutique equities research firm and biotechnology hedge fund.

Drafted and edited institutional biotechnology equities analysis covering 46 companies.

NOVA Interact Group

10,000+ emps, Ann Rev. \$500MM+

English Instructor

2004 - 2005

Tokyo, Japan

Japanese commercial English language school.

Modular Genetics Inc.

15 employees

www.modulargenetics.com

Scientist

2001 - 2004

Boston, MA

Platform technology for high-throughput molecular genetics and drug discovery.

Authored competitive analysis used to raise \$1.5MM seed round. Trained and managed four laboratory technicians.

ORGANIZATIONS

Feedback Forum

200+ members

www.nextny.org/feedbackforum

Founder

2/2007 - Present

New York, NY

Intimate forum for technology entrepreneurs to discuss the operational and strategic issues confronting their startup with other entrepreneurs and domain professionals.

BarCampMoneyNYC

100+ attendees

www.barcamp.org/BarCampMoneyNYC

Lead Organizer

4/12/2008

New York, NY

BarCampMoneyNYC is a one-day open format conference for entrepreneurs and professionals in the finance industry. Attendees hosted panel discussions, gave product demos, and delivered topical presentations.

EDUCATION

Boston University School of Medicine, Boston.

M.A., Medical Sciences, 2001

Princeton University, Princeton.

B.A., Chemistry, 1998

TECHNICAL SKILLS

Production and management experience with: Visio, Groove, Power Point, Excel, Word, Photo.NET, Adobe Photoshop, Qintegrator, Quickbooks, HTML, CSS, Google Analytics, Google AdWords, Highrise CRM, Twiki, PBwiki, Google Sites Wiki, Wordpress CMS.