

JOE SMITH

TECHNOLOGY PRODUCT MANAGEMENT EXECUTIVE

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PROFILE

Accomplished product management executive with a history of designing and launching breakthrough technology products that boost revenue, expand market share, and provide a memorable user experience. Well-rounded leader with expertise in product vision/strategy, roadmap creation, software development, privacy, and go-to-market planning/execution. Strategist who builds products based on market/consumer research and executes through multi-disciplinary teams. Relationship builder who influences at all organizational levels, provides trusted advisement to executive teams, and works effectively with technical/non-technical teams.

STRENGTHS

- Strategy & Execution
- Tech Entrepreneurship
- Product Development
- Team Leadership
- Partnership Management
- User Privacy
- Business Development
- Presentations/Pitches
- Market/Customer Research

PROFESSIONAL EXPERIENCE

Head of Mobile Products, Cigno | Product Lead, Cigno Asia

Cigno Software / San Francisco, CA / 2018 – Present

Joined Cigno Software to lead strategy for all mobile (iOS and Android) products and drive user engagement, retention and privacy. Collaborated with sales, engineering, and marketing teams to build strategies that drove common product and business objectives. Managed Google Play Store and Apple App Store to boost rankings and user downloads. Closely monitored tech trends and evolved consumer requirements to build and refine product strategies.

Selected Accomplishments:

- Catapulted Cigno visibility ranking from an F to an A+ in the Play Store, and to an A in the Apple App Store.
- Increased iOS downloads by 8x and Android by 3x.
- Released first-in-kind Rewards and Ad features, which paid users for viewing apps and was featured in publications such as CNET, TechCrunch and The Verge.

Senior Product Manager

FortyThree / San Francisco, CA / 2017 - Present

Co-founded and served as head of product for a software development company. Managed all functional areas within the business, including business development, marketing, finance, product development and service delivery. Hired and motivated a team who developed and delivered customized software solutions to clients across a variety of industries.

Selected Accomplishments:

- Created an innovative AdTech software product that enabled clients to generate custom template-based landing pages as easily as creating a Facebook Ad.
- Successfully designed and launched a private family picture and video vault platform which gave families the ability to share photos with one another.

Founder and Head of Product

Streaming.ai / San Francisco, CA / 2017 - 2018

Founded a human analytics company that produced an AI/teamwork platform that enabled employees to collaborate and managers to gauge employee engagement. Led all aspects of the technology development process, including market research, prototyping concepts, refining the product and launching the beta. Pitched the product at Boost.vc Demo day to 100 VC firms.

Founder & Head of Product

Boost / San Francisco, CA / 2012 - 2017

Founded, led, and grew a successful technology company that produced a stylish and sophisticated productivity app. Pitched concept to angel investors and secured \$250K in funding. Managed all phases of building and commercializing the app, including hiring an international UX/development team, building/testing the prototype, designing/executing the go-to-market strategy and launching the app on the Apple App Store.

Selected Accomplishments:

- Received favorable media attention, including a positive tech review from Leo Laporte and coverage in mainstream media from The Guardian and Business Insider.
- Selected by Apple to build one of the first Apple Watch apps.
- Rocketed Boost to the top of the Apple App Store, securing the #1 spot for Productivity Apps and #9 in the Top Paid category.
- Early pioneer of incorporating swipe gestures into the UI.
- Earned Apple's "Best App of 2013" award.
- Selected for Apple's Editors' Choice, a coveted distinction given to only a handful of apps annually.

Senior Technology Consultant

Accenture / Dublin, Ireland / 2007 - 2010

Joined Accenture to design/deliver technology products to clients such as Pfizer, Accenture Global and Bank of Ireland. Led global teams to build, iterate and refine client solutions, which included building analytics teams, implementing CRM solutions, and designing technology proof of concepts.

Graduate Consulting Program

Deloitte / London, UK / 2004 - 2007

EDUCATION & CERTIFICATIONS

Masters of Information Systems

Cambridge University, 2003

Bachelor of Commerce & Information Systems

Cambridge University, 2002

Certifications

Project Management Professional (PMP) Certified, Project Management Institute, 2010