

PROFESSIONAL EXPERIENCE

BREATHWRK, LOS ANGELES, CA, JUNE 2021 TO PRESENT

CHIEF PRODUCT OFFICER

- Oversee all aspects of product engineering, design, content, data/analytics, and customer service for a startup focused on improving the world's health through breathing.
- Manage product strategy and roadmap across consumer apps (iOS, Android, Web) and B2B/enterprise; launched Android version of app and B2B enablement suite.
- Championed a variety of research initiatives including a literature review and perspectives paper in partnership with researchers at the University of Colorado and the University of Arizona; instituted the company's Medical Advisory board.
- Implemented a modified Scrum process that enabled the company to release new software features and content weekly, after an eight-month gap.
- Introduced ASO and CRM initiatives, including phasing out non-effective 7-day welcome drip campaign based on non-converting informational audio/video funnel and replacing with a feature-based drip containing a subscription discount.
- Boosted app engagement by 67%, and drove subscription conversions; improved d1, d7, and d30 retention 107.95%, 128.01%, and 12.67%, respectively.
- Increased average session time by 37.23% including during a growth-focused period with cheaper, lower-quality traffic.
- Revamped analytics, introduced A/B testing and prioritization framework, and shipped dozens of major features. Propelled subscription rate from trial by 49% and overall revenue by 91.05%, including transitioning from growth focus to retention focus, with approximately 33-50% of previous spend on installs.

MPULSE MOBILE, INC., LOS ANGELES, CA, SEPTEMBER 2017 TO MAY 2021

VICE PRESIDENT, PRODUCT MANAGEMENT

- Headed up product vision, strategy, and roadmap for a Conversational AI Healthcare Mobile Engagement SaaS platform with over one billion consumer engagements per year and clients including the largest healthcare providers in the United States.
- Directed product development for an internal team, as well as a fulltime offshore team of 15 engineers; hired, coached, and led Product, Product Support, Implementations, and Data & Analytics teams.
- Performed in-depth user research to gather product requirements, develop wireframes, and manage extensive front-and back-end applications including API and a messaging gateway. Handled core platform and service layer, UI applications, integrations, communication channels, and custom implementation work from data ingestion to IVR scripting and custom microsites to custom integrations with source systems including EHR, CRM, and marketing automation.
- Supervised a product portfolio of approximately 30 applications and services from ideation through iteration through end-of-life.
- Implemented first Rich Communication Services healthcare use case in the country for prescription refills for a major payer client, including integrating RCS fully into the mPulse platform.
- Spearheaded the development of GUI for creating and managing complex multichannel conversational workflows; slashed setup time from days to hours; introduced KPIs and OKRs for products.
- Delivered \$500K in incremental revenue with new products and extended products; optimized platform reliability and scaled platform 10x, producing millions of daily conversions for tens of millions of members.
- Designed and deployed product support function and product support engineer training program with career progression options; 75 percent of trainees moved on to engineer or manager roles within the company.

AIR.TV, LOS ANGELES, CA, JANUARY 2015 TO JANUARY 2017

VICE PRESIDENT, PRODUCT AND MARKETING

- Managed product roadmap and strategy; conducted user and competitive research; created wireframes, user stories, user requirements, and customer personas for video publishing and syndication SaaS platform/marketplace.
- Composed compelling pitches for presentation to clients and investors; performed detailed financial and business case modeling and testing.

- Implemented Agile Scrum framework to improve accountability, progress insight, and forecasting ability; coordinated platform/business strategy, including changing the focus of the video platform to Multichannel Networks and moving the video recommendation marketing platform from VPAID post-roll ad units to a video player plugin model.
- Optimized platform performance with marketing review, user testing, and A/B and multivariate testing; improved key areas including clickthrough rate, usability, and streams within the consumer video platform and the video recommendation marketing platform.
- Achieved \$200K annual savings by transitioning the entire video infrastructure to a new CDN, hosting provider, transcoding solution, and storage system.
- Structured a data analytics system backed by BigQuery to report on tens of millions of video events each day; instituted email reporting for content owners and publishers; expanded system to include Cost of Goods Sold tracking by customers.
- Transformed a set of APIs and single-page proof of concept into a complete self-serve web platform backed by machine learning supporting both content owners and publishers.
- Oversaw a variety of outside resources, including a design/web shop; devised innovative marketing materials to boost sales and business development efforts; created multiple sales funnel websites and a conference video.
- Utilized advanced knowledge of the analytics system to recover \$40K in platform fees by initiating a fraud investigation into a suspicious customer that resulted in immediate termination from the platform and a means of evaluating traffic quality in the future.
- Consulted on the hiring process and onboarded a new CTO; handled additional HR duties including employee coaching and management.

LEVITAN CONSULTING, LOS ANGELES, CA, JANUARY 2014 TO DECEMBER 2017

CONSULTANT

- Consulted for startups, small businesses, and large enterprises developing SaaS, mobile games and apps, and lead generation.
- Delivered timely and profitable results in the areas of monetization, game balance, SEO, business review, process optimization, product roadmaps, wireframes and mockups, marketing plans, and tactical execution.
- Monetized and improved game balance for the Facebook, iOS, and Android game Ancient Aliens and the iOS and Android game Porta-Pilots for A&E games.
- Created wireframes, mockups, and flows for iOS/Android version of the CityVoter desktop app.
- Architected and oversaw the build of a social game publishing platform for Nexon America; performed game consulting for a variety of existing social games and for transitioning client games from download to social media.

ACQUISITION SCIENCES, BOSTON, MA, JANUARY 2014 TO JANUARY 2015

CEO

- Turned around operations at a lead generation company in the coupon/free sample vertical with only four months' cash on hand.
- Leveraged underlying technology platform to pivot company from outsourced to inbound model/IVR to effectively adapt to a changing market for call center deals. Utilized co-registration offers, search feed, affiliate deals, email program, and a call center to monetize couponhound.com; set up an on-demand call center with part-time talent sourced from a local recruiter and cloud call center software.
- Led board meetings with investors; created product roadmap and user flows; ran user testing and iterated site and product based on feedback.
- Amplified SEM conversions fourfold; cut cost per click by 80% via A/B and multivariate testing; raised a seed round extension of \$300K from original investors.
- Established two new business lines: bespoke lead generation for homebuilders with scored leads and B2C lead generation related to Medicare and the Affordable Care Act for health insurance companies.
- Liaised with custom homebuilders, builder marketing agencies, and insurance carriers for market research and customer development; negotiated pilots in each vertical before building products.
- Incorporated A/B and multivariate testing to increase Google Ads conversion rate on Homefindify by more than 10%.
- Scaled user acquisition for Homefindify in test market of Denver, CO, to sustainable levels on AdWords; invalidated Facebook as a UA channel due to expense of completed registrations.

LUCKYLABS INC., BOSTON, MA, SEPTEMBER 2012 TO DECEMBER 2013

VICE PRESIDENT, PRODUCT AND MARKETING

- Managed a team of 17 artists, UX designers, marketing managers, game designers, and analysts in the production of diverse games using Flash, Adobe Air, iOS, Android, integrated third-party SDKs, and core company game engine for monetization, social networking, and analytics.
- Administered a multi-million-dollar marketing budget across a portfolio of games; launched and optimized ad campaigns (CPI, CPM, and CPA) on Facebook, Tapjoy, Chartboost, and additional networks.
- Doubled 1d retention, tripled 7d retention, and boosted monetization 25% by reimagining an aging Bingo product; conceptualized, designed, and launched Scantopia gamified shopping app.
- Directed releases of Lucky Bingo, Lucky SuperSlots, Angry Ball, and Scantopia on multiple platforms; recommended company pivot from game development to infotainment based on business analyses.
- Drove re-engagement and retention with innovative email marketing campaigns to a 9+ million-member list; held P&L responsibility for company's game portfolio.
- Expedited time to market with Agile/Scrum processes; directed sprint planning sessions, sprint retrospectives, and daily standups.
- Oversaw product roadmap and strategy across game portfolio; designed product features.

PREVIOUS EXPERIENCE

GAMZEE, 2011 TO 2012 | **PRESIDENT/CO-FOUNDER**

WALT DISNEY INTERNET MEDIA GRP/PLAYDON/ACCLAIM GAMES, 2010 TO 2011 | **SR. PRODUCER/LEAD GAME DESIGNER**

FREELANCE, 2009 TO 2010 | **SEO/WEB CONSULTANT**

WORLD POKER TOUR, 2008 TO 2009 | **PROJECT MANAGER/DIRECTOR OF CONTENT STRATEGY AND PROMOTION**

GOLDMANN PICTURES/CLARION/ATMOSPHERE ENTERTAINMENT, 2002 TO 2008 | **CREATIVE EXECUTIVE (FILM/TV)**

AMERICA ONLINE/AOL LOCAL, 2000 TO 2001 | **CITY EDITOR (CONTRACT)**

EDUCATION AND CREDENTIALS

BACHELOR OF FINE ARTS (B.F.A.) IN FILM/TELEVISION

New York University, New York, NY

VOLUNTEERISM

MAYOR'S CRISIS RESPONSE TEAM, LOS ANGELES, CA, MARCH 2016 TO MARCH 2018

CRT RESPONDER

- Responded to crisis situations in the City of Los Angeles, usually involving fatalities; engaged with victims to offer safety and comfort.
- Served as liaison between victims and LAPD, LAFD, hospital, and/or coroner's office; activated victims' support networks and provided short- and long-term referrals for care and resources.