

I am a metrics and results driven product leader who designs and architects for crisp scalable solutions that analyze behavioral patterns and build repeatable behaviors. I have spent over the past decade building measurable high growth B2B and B2C products across industries and form factors. To me product is user experience, and user experience is product. I'm passionate about human centered solutions that craft an experience. No matter how simple or complex an idea, the role of the person on the other end comes first and must be managed in an elegant way.

Throughout my career I've moved up and down the product stack based on a company's growth curve as a lone wolf wearing the hats of managing design, UI/UX, product documentation, marketing, social, project management, QA, and strategy. I've also built cross-functional teams to force multiply critical areas of a business while fostering ideation and autonomy for ideas to be generated from any member in any role.

I've been lucky to be at the center of blockchain innovation building strategies and product for Philips, Capital One, and Tieto to take to market in the health sector. Created the first sustainable natural gas asset token using a Blockchain network in Energy. Built a cross channel profile management solution for Mercer, the largest human capital management firm in the US to manage over 100M identities across 1500 applications. Created a growth strategy product for Aioi Nissay Dowa, a division of Toyota Motor Corporation to take to market a usage based insurance mobile product for dynamic risk premiums based on driving behavior and telematics data streams.

In entertainment, I managed the largest competitive intelligence platform for Disney, Fox, CAA, NBC Universal, and Paramount among others and white labeled solutions for NBC Universal to manage their entire pitch to series content development pipeline. It took focus and collaboration with internal and external partners to make sure all voices were heard and scope was executed in a logical and directive path.

I believe in scrutinizing and challenging products and proving directional paths quantitatively and qualitatively. With my team, we've grown products rooted in hypothesis driven A/B testing for continued metric growth and analysis of our user base. If it wasn't measurable, it wasn't prioritized. Constant testing has defined the prioritization of strategic initiatives to promote internal metrics of user acquisition, conversion funnel optimization, retention long-tail SEO and beyond while balancing the needs of our customer base with support and community growth.

During the end to end product development lifecycle, my focus is not just to follow Agile methodologies but truly focus on being Agile to make quick decisive decisions to be ahead of competition and changes in a competitive landscape.

EXPERIENCE

Gem - VP, Product

May 2016 – Jan 2018

Gem is an enterprise Blockchain platform that provides an agnostic middleware solution for the management of distributed applications. In the early state of the distributed application and Blockchain industry, we have been leaders in the enterprise adoption of the technology. I've built product solutions for Philips, Capital One, Tieto, and Mercer in Health, Xpansiv in the Energy sector, and AIOI Nissay Dowa focused on usage based insurance premiums in the automotive space. The core offering of GemOS architected and designed from inception is an abstracted REST API solution that allows network participants to define, register, and listen to any business object defined on a connected Blockchain network.

Publications

- How Blockchain Technology can enhance EHR Operability – Sept 2016
- Medical Claims Processing: Blockchain Solutions – May 2017

Patents

- GemOS Operating System - U.S. Patent Application No.: 15/494,224

Additional Positions Held

- Director of Product - May 2016 – Dec 2016

StudyMode - VP, Product

Mar 2014 – May 2016

StudyMode is a user-generated content (UGC) platform for students, with a global user base of 65M users. Its network serves more than 2.5 billion pages per year to students all over the world. At StudyMode I ran product strategy, execution, and brand focus for the global leader for research documents and country leaders in France, Brazil, Mexico, Columbia, Spain, Peru, and Chile. The role balanced both business and creative duties leading cross functional teams across SEO, Social, Product, and Business Analysis, managing multiple direct reports in each and establishing short and long terms business objectives and execution path for the organization at large.

- Exponential success in core value metrics: 71% user and 400% content acquisition growth. 350% growth in premium subscription purchase rate resulting in over 100k subscribers and 130M pieces of unique content.
- Monetized company's largest international properties across 7 localized currencies and countries with transition from free to paid client engagements leading to additional 15% of bottom line org revenue.
- Expanded mobile footprint from 4 to 12 applications between IOS and Android, driving domestic and international brand growth.
- Launched StudyMode campus allowing students to connect with their school or university to share course- specific content and textbooks and Answers which connects students with Experts in more than 20+ academic subjects, both free engagement based products for portfolio diversification and growth channels.
- Heavy focus on content quality and SEO growth paired with organic brand awareness for both free and paid content and community value propositions.

Additional Positions Held

Senior Product Manager (April 14 – Dec 14)

Baseline - Senior Product Manager

Mar 09 – April 14

Baseline is the world's preeminent provider of film and television data. Formerly owned by the New York Times and now part of the Gracenote umbrella, they provide competitive intelligence to entertainment, media, finance and marketing professionals as well as syndicated data services.

- Owner of day-to-day management and creative / business direction of all Studio System flagship properties for both web for both web and mobile form factors in addition to B2C products inHollywood, Baseline Research, and internal proprietary tools.
- Led business relationship and creative product for strategic alliance with NBCUniversal powering over 20 of their core and subsidiary Networks and leading to Baseline's 50M sale to Gracenote.
- Launched from concept to delivery the first mobile application in Baseline's 30-year history as a flagship platform extension.
- Owned product and business launch and re-imagining of legacy entertainment news site Studio System News allowing for 10x subscription growth.
- Led syndication platform creation catering to data needs of partners and over 75 million unique visitors each month via mapping and metadata platforms and legacy technology refactor.

Additional Positions Held

Technical Product Manager, Studio System
Product Manager, Mobile / Internal Tools / Salesforce
Product Manager, inHollywood.com
Salesforce Advanced Administrator / Sales Associate and Coordinator

Additional Experience: Kaboodle, Crash.tv, Content House, Maverick Films, IFP

EDUCATION

University of Washington

Bachelor of Arts - Comparative Literature / Cinema Studies - 2003

Lahainaluna High School

High School Diploma - Magna Cum Laude - 1999

REFERENCES

Available via [linkedin.com/in/jeffreykshelton](https://www.linkedin.com/in/jeffreykshelton) and by request.