

Michael Siegel

mikejsiegel@gmail.com

[linkedin.com/in/mikejsiegel](https://www.linkedin.com/in/mikejsiegel)

mikes.im

+1.240.274.2529

Methodologies

- Product Management: Product Discovery, Roadmap Development, Sales Enablement, Market Strategy, User Story Development, Usability Testing, Growth, Experimentation
- Project Management: Agile Methodologies, Scrum, Kanban, JIRA

Technical Capabilities

- Technologies and Languages: Ruby, Javascript, SQL + NoSql (MongoDB), Selenium, HTML and CSS, Version Control (git + SVN)
- Architecture: SaaS, SOA, Microservices

Professional Experience

Splash – Senior Product Manager [Splashthat.com](https://www.splashthat.com) January 2018-Present

Product Manager

- Product Manager of SaaS product
- Data Science Projects

Social Tables – Senior Product Manager [SocialTables.com](https://www.SocialTables.com) November 2015 – January 2018

Product Manager

- Product Owner of Platform Growth. Led efforts on Acquisition, Activation and Retention
- Product Owner of Check-In product. Led rewrite of a BSB SaaS offering to new technology stack, full UX and visual design overhaul
 - Product Owner of Check-In Mobile. Led rewrite of Freemium iOS App
 - Oversaw 50% yoy revenue and user growth
 - Leveraged phonetic and semantic matching to improve Guest Search by 140%
- Performed customer analysis through usage statistics (Heap/Google Analytics), Customer Interviews, Surveys (Intercom) and Usability Studies (Alpha UX)
- Former Product Owner of Social Tables' flagship SaaS Product, Venue Mapper

Jibe – Director of Engineering / Product Owner [Jibe.com](https://www.Jibe.com) May 2015 – October 2015

Product Owner

- Performed a multifaceted role that required internal communication with Executives, Marketing, Product, Sales, Engineering, Customer Success – as well as communication with external clients
- Performed user interviews, established the product roadmap, developed personas and performed usability testing
- Defined, tracked and reported success metrics for product features as well as project performance tracking and analysis

Managed four engineering teams of 15 direct reports

- Lead four engineering teams using the Agile Scrum and Kanban Methodologies
- Managed over 50 client implementations responsible for \$4mm in revenue annually

Jibe – Engineering Manager [Jibe.com](https://www.Jibe.com) 2013 – May 2015

Managed an engineering team of 12 direct reports

- Performed estimation, sprint planning, retrospectives and reviews
- Collaborated closely with engineering leaders to review proposed architecture, track dependencies, provide visibility around efforts, and ensure engineering alignment around product roadmaps and client deliverables
- Implemented 35+ clients recognizing annual revenue of \$2mm
- Represented Jibe at career fairs. Established a pipeline of interns whom are now full-time employees of Jibe

Jibe – Senior Software Engineer [Jibe.com](https://www.Jibe.com) 2011 – 2013

Jibe Apply: Mobile Apply and ATS integration

Designed and implemented an API-like feature set for Application Tracking Systems

- Software was developed using an event-driven SOA in Ruby with extensive use of Capybara, Selenium, phantomjs, Rails, MongoDB, redis and linux.

Entrepreneur & Freelance Web Developer Mikes.im 2008 – Present

Developed & Product Managed web applications for startups and small businesses

- Product Managed and developed Cody.org, ChoiceCamps.com, Licensing.org, EatByTweet.com, CostToDrive.com, ZenTaraTea.com

Blackboard, Inc. – Software Engineer, QA Automation Blackboard.com 2006 – 2011

Developed and maintained

- A front-end, data-driven Java testing application utilizing Selenium

Managed

- The nightly execution of four servers and executed 5000+ test cases per server
- An outsourced team of four engineers located in Hyderabad, India

Northrop Grumman – Software Engineer NorthropGrumman.com 2004 – 2006

Northrop Grumman – Software Engineer Intern NorthropGrumman.com 2003

AKRF, Inc. – Information Technology Intern AKRF.com 2001 – 2003

Education

University of Maryland, College Park May 2004

Bachelor of Science, Computer Science, Cum Laude GPA 3.83

- Member of the University of Maryland Honors Program

ProductTank Meetup – Organizer Meetup.com 2016 – Present

Volunteer

- Promote, host and develop content
- Recruit sponsors and speakers
- Grew Meetup to over 500 members

Iron Yard - DC Advisory Board Member Ironyard.com 2015 – 2017

- Advised Iron Yard instructors on curriculum development
- Hosed ~15 person cohorts. Gave each class a tour of Social Tables and conducted a panel

1776 – Mentor 1776.co 2016 – 2017

- Provided product and engineering advice for early stage startups