# Michael Siegel

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## 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          January 2018 - Present
- Product Owner of Splash's Form Builder
  - Increased user adoption by 10x through improved UX
  - Decreased task completion by 6x to improve corporate margin
  - Contributed to 60% YoY revenue growth and 70% YoY user growth
- Product Owner of Splash's Date Science products including the ROI Dashboard
  - Improved customer retention by 20%
- Product Owner of Approval Flow

**Social Tables – Senior Product Manager**          SocialTables.com          November 2015 – January 2018
- Product Owner of Platform Growth. Led efforts on Acquisition, Activation and Retention. Launched freemium and increased paying customers by 10%
- 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
  - Increased TAM and oversaw 50% YoY revenue and user growth
  - customer
- 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, Diagram. Increased TAM and improved ACV by 20%

**Jibe – Director of Engineering / Product Owner**          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
- 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
  - Improved FTE to Revenue ratio by 30%

**Jibe – Engineering Manager**          Jibe.com          2013 – May 2015
*Managed an engineering team of 12 direct reports*
- Performed estimation, sprint planning, retrospectives and reviews
- 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          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 |
|---|---|---|
| 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 |
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## Volunteer
- Promote, host and develop content
- Recruit sponsors and speakers
- Grew Meetup to over 500 members
- Founder of ProductTank DC and ProductTank LA
- Currently co-organizer of ProductTank NYC

| 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 |
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- Provided product and engineering advice for early stage startups