Matt Maggard

Experienced Product Leader
Los Angeles / 818 - 281 - 1391 / Matt@MattMaggard.com

Seeking Head of Product roles. Extensive experience in platforms, apps, ecommerce, B2C & B2B.

Skilled in product strategy, business models, team building and delivering world-class execution.

Strategy: Can analyze a market, identify the right opportunity, and define a business model.

Execution: Applies the right balance of good enough vs. cheap enough. Then delivers the value prop at scale.

Leadership: Succeed with cross functional teams through trust, honesty, empowerment. And good hiring.

Culture: Strategy + Execution + Leadership is the foundation. Add some camaraderie and you have everything you need.

Highlights
2022 → 1998

Scaled the startup. Revenue up 250%. Rebuilt the platform to support over 300k sellers, 1B products, 1M new SKUs/day.
Head of Product | Society6

Pitched CEO & executives for buy-in, managed MGM's entire online presence. Ran a full re-platform (servers, stack, UI).
Director, MGM Online | MGM Studios

Started managing a dev team. Built & grew ecommerce channel across B2C and B2B.
Director, Development | Diskeeper

OCEAN^X · søciety6 · match♥ · Metro Goldwyn Mayer · Nestle · Diskeeper corporation · ANIMAL PLANET

Head of Product | OceanX
Pivoted the company and built a new API & Portal platform for its fulfillment services, leading to the sale of the company.

Product Manager, People Media | Match
Lead the full platform UI redesign for Match's $80M niche dating network, revitalizing OurTime & 20+ brands.

New Media Director | Impress
Owned Nestle Foods client account. Planned launches with Nestle marketing department.

Designer, Dev, IA | MarchFirst
Built client sites in Dotcom Boom.

🎓 Bachelor of Science, Advertising; Minor, Business Administration | **University of Oregon** | O

Head of Product | OceanX | El Segundo, CA | 8/2018 – Present
Joined a business struggling under the wrong model – subscription ecommerce platform + fulfillment – and drove a pivot to a technology-based fulfillment-only offering. Built an API & Portal platform – **Bridge** – that won clients Glossier, Athletic Greens, J&J, etc. I demo Bridge to VCs as the company is being shopped for acquisition. Brought the Product Management discipline to the company and changed engineering from a client services model to an agile feature development team. Report to the CTO.

Sr. Product Manager (reporting to CEO) | Honey | Los Angeles, CA | 9/2017 – 8/2018
Responsible for growing the company's cash-back program and building marketplace features. Used my experience to add efficient process, communication and structure to the fast-growing technology startup. Reported to the CEO.

Head of Product | Society6 / LeafGroup | Santa Monica, CA | 2/2014 – 8/2017
Grew revenue from $20M to $70M in 3+ years for the marketplace business. Developed and presented strategy and progress to parent company CEO in quarterly business reviews. Rebuilt the platform to handle over 1B available products, with over 1M new SKUs added every day from 300K+ artists worldwide. Doubled ecommerce conversion rate. Rebuilt front-end into responsive UI. Launched the mobile app (4.6 ★ rating). Set the roadmap for a 40 person tech team. Reported to Society6 GM.

✱ *Work Product – Society6 Strategy Pitches:* The Art Engine > mggrd.com/ArtEngine | Power through Platform > mggrd.com/Platform

Matt Maggard
Product Strategy + Execution + Leadership

Product Director | Causecast | Los Angeles, CA | 1/2013 – 1/2014

Lead design and development of the SaaS company's V2 volunteering platform. Spec'ed and managed build-out of integrations into corporate payroll systems for clients such as Neiman Marcus. Reported to Head of Product.

Product Manager, People Media Platform | Match | Los Angeles, CA | 6/2011 – 1/2013

Ran a full UI redesign of Match's niche dating platform which powers OurTime and 20+ more sites with 10M monthly visits, 500K subscribers and $80M/year in revenue. Directed outside design agency in creating new UI and site flows, then managed internal development resources to successfully complete the year-long project. Reported to People Media's GM:

> *"Matt was instrumental in driving our redesign forward, the largest Product lead initiative we've tackled in the history of People Media. His keen UI knowledge and designer's eye helped us hone in on our new, stunning look. He was pivotal in every major change we made, and we made drastic changes."*

Strategy Consultant | rmKinetic
Los Angeles, CA | 2010 – 2011

Sr. Product Manager | CauseForce
Los Angeles, CA | 5/2009 – 7/2010

Director, MGM Online | Metro-Goldwyn-Mayer Studios | Los Angeles, CA | 6/2006 – 10/2008

Owned the studio's online presence – across MGM.com, franchise sites, movie micro-sites, email marketing and more – with responsibility for strategic planning, functionality, design, engineering, and content to P&L, contracts and vendors. Pitched and earned buy-in from the CEO and executive leadership for new initiatives. For my first year at MGM, I hired a new team, secured a web host, re-platformed MGM.com from ColdFusion to LAMP stack, redesigned the UI, and introduced the new experience at an all-hands company town hall presentation. Reported to the Sr. VP of Digital Technology.

✱ *Work Product – MGM Strategy Pitches:* MGM TV Proposal > mggrd.com/MGMTV | MGM Online Proposal > mggrd.com/MGMonline

New Media Director | Impress
Woodland Hills, CA | 2006

Marketing Consultant | Wet Seal
Foothill Ranch, CA | 10/2005 – 3/2006

Director, Web Development | Diskeeper
Burbank, CA | 3/2003 – 9/2005

UI Design & IA | Marketing Messages
Boston, MA | 2002

UI Designer, Front-End Developer, Information Architect | MarchFirst | Portland, OR | 10/1998 – 6/2001

I launched my career during the gold rush days of the Dotcom Boom at the global interactive agency MarchFirst with the opportunity to work on some of the world's leading brands including Animal Planet, HP and more.

Growth requires both strategy and execution. Without a viable strategy that can rapidly increase revenues or scale a userbase, you'll never be a serious contender. And without spot-on execution, you'll miss your chance when opportunity presents itself.

Growth is competitive. It's a measuring stick. And cash in the bank. Growth wins.

{ References Available Upon Request }