J.T. BURGESS III

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PROFESSIONAL EXPERIENCE

MAIN STREET HUB (acquired by GoDaddy), Austin TX   **2016 – Present**
Do-It-For-You Online Marketing for Local Businesses
Senior Product Manager
- Owned all products touching the customer experience including apps, emails, phone outreach, and all tools used by service delivery teams; improved monthly retention from 91% to 96% and grew total customers from 7k to 12.5k
- Hand-selected by executive team to launch and scale a new product in an aggressive 6-week timeframe; the product was the company's first foray into paid media; 20% customer adoption and over 3,000 paid campaigns in the first month alone
- Represented Main Street Hub in early conversations with GoDaddy product leadership, ultimately leading to acquisition; pitched customer experience as it related to our products, a key differentiator for our business
- Redesigned entire customer onboarding experience and process to improve retention and optimize for efficiency; directly increased 6-month retention from 51% to 65%
- Crafted product vision for initiative to give customers websites, successfully pitched to executive team for buy-in; customers with websites retained at 92% over 5 months compared to 66% for similar customers without the product
- Managed and mentored Associate Product Managers to help them develop product and general management skills; managed day-to-day work, crafted development plans, and trained on Agile methodologies
- Led team that built products and processes to create a nationwide photography network of over 1,000 photographers; offered every new customer a photoshoot with over 15,000 delivered to date
- Developed first A/B testing initiatives at the company and created strong culture of analysis in product management

LOCAL LIBATIONS, Austin TX   **2013 – 2016**
Smart platform for the beer industry that makes it easy for breweries, distributors, and retailers to take advantage of recurring and on-demand services from qualified field agents to gain actionable real-time data about their retail presence
Co-Founder & Chief Technical Officer
- Architected, designed, and developed entire product portfolio, including internal fleet scheduling and management software, mobile apps for field agents, and customer-facing apps across web, mobile, and cloud
- Grew company from idea to $15K MRR by researching and sizing the market, interviewing customers, creating leads and closing deals, and pivoting the business model to create product-market fit
- Raised $500K round of seed funding; accepted into highly selective Capital Factory startup accelerator program
- Hired and managed third party contracting team to design and develop customer-facing iOS app
- Worked closely with customers and stakeholders to refine the technology and services

ELECTRONIC ARTS, Austin, TX   **2014 – 2015**
World-leading developer and publisher of video games
Product Manager
- Managed roadmap and development of a portfolio of five web-based analytics and data visualization products used to track and analyze EA's Digital Platform; the technology supported online gaming for millions of EA gamers worldwide
- Developed implementation plan for Agile/Scrum using JIRA; trained team on methodologies and successfully converted all software development to Scrum, improving project visibility and responsiveness to customer needs
- Owned product roadmaps, development timelines, and evangelization of products to development team and users
- Analyzed and collected data for over 10,000 internal servers; used data to identify and recommend targets for decommission and cost savings
- Interviewed stakeholders to identify pain points and define the need for a company-wide, big-data analytics tool; analyzed quantitative and qualitative data and made recommendation for the tools to be used throughout company

VOBI, INC., Austin, TX   **2013**
Startup pioneering advanced contextual collaboration and communication applications
MBA Product Management Intern
- Acted as company's first product manager; defined product strategy and managed engineering development and test schedules using Agile methodologies
- Researched customer segments and collaborated with CEO, CTO, and Creative Director to write comprehensive Product Requirements Documents used by engineering teams to develop new features
- Created pricing model for enterprise customers; tool was utilized by CEO in $200K+ deal negotiation

ASPEX, INC., Reston, VA   **2010 – 2012**

Boutique consulting company that provides government and commercial clients with innovative technology and IT solutions

Principal Software Engineer

- Developed ad-hoc reporting tool providing clients customizable access to data analysis and visualizations; enabled country-wide comparison of energy and water usage for Army stakeholders and Congressional reporting
- Led engineering team to gather requirements, define features, and implement employee time-tracking application
- Conducted strategic planning in collaboration with CEO to reposition an internal application into an external product and identify target customers

HILLCREST LABS, INC., Rockville, MD   **2007 – 2010**

The leading global supplier of software and hardware for motion control applications

Software Engineer

- Named as inventor on United States patent application for "TV Internet Browser" for innovations on Kylo, a web browser for Mac and Windows designed for use with HDTVs
- Initiated and led project to develop Kylo product for Mac OS X to complement the Windows version; effort increased customer downloads and usage by over 20%
- Authored applications used by sales team to demonstrate product features and create new partnerships with LG and Roku

PROJECTS

SCAVR   **2014**

Web and mobile app for running smartphone-based scavenger hunts

- Created multi-platform web and mobile consumer app; bootstrapped project to over 2,300 users
- Designed, developed, and released minimum viable product; conducted user interviews to validate market potential
- Coordinated private beta test with over 100 simultaneous users to gather feedback on functionality and usability
- Conducted user interaction studies to improve usability; leveraged analytics tools to boost SEO and conversion rates
- Collected user feedback, tracked bugs and features using JIRA, and formulated 6-month product and marketing roadmap

RANDOMYOUTUBECOMMENT.COM   **2012**

Exactly what it sounds like – view a random comment from a random YouTube video without context

- Conceived, designed, and built consumer facing website that receives over 30K monthly page views
- Featured and shared on Reddit, Tumblr, Facebook, Mashable, and a YouTube video with 1.2M views
- Negotiated partnership with randomyoutube.net, which now generates two-thirds of site's referral traffic
- Tracked performance with Google Analytics; improved performance to increase pageviews per session by more than 3x

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX   **May 2014**

Master of Business Administration, Full-Time Program

- Concentration in Entrepreneurship; GMAT: 770; GPA: 3.8
- **Scholarships:** MBA Scholarship Fund (Spring 2013), MBA Excellence Fund (2013-2014)
- **Awards:** Dean's Award for Academic Excellence; Sord Scholar; Beta Gamma Sigma Business Honors Society
- **Vice President,** Entrepreneur Society; **Principal**, Texas Venture Labs; **Peer Advisor**, Entrepreneurship; **Team Lead**, MBA+ Project; **Team Lead**, 3-Day Startup Austin, Fall 2012

CORNELL UNIVERSITY, College of Engineering, Ithaca, NY   **May 2007**

Bachelor of Science in Computer Science

- Minor in Mechanical Engineering; 4 semesters on Dean's List; Engineering Co-op Program; Pi Kappa Phi Fraternity