**Jeff Simeon** Senior Product Manager

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Solving customer problems is my idea of fun. I use my knowledge and passion to deliver SAAS, web and mobile products. I’ve been a product manager, web developer and led a team of entrepreneurs to build an award-winning product. I’d love to join a team delivering beautiful intuitive products.

**Achievements Unlocked:**

* [**Yesware**](http://www.yesware.com/) *(2014-2015)* Sales acceleration. eCommerce Product Owner. 8X increase in referrals and sign ups with gamified referral platform beta. Increased conversions by unifying sales funnel and end of trial experience. User testing with Groupon, Yelp. Agile, Research, Analytics.
* [**Birdeez**](http://www.GetBirdeez.com/) *(2011-Present)* Foursquare for Birds. [*On iOS*](https://itunes.apple.com/us/app/birdeez-easy-bird-identification/id565286221?mt=8)*,* [*Mobile Beta HTML5 and Laravel*](http://nestling.getbirdeez.com/search)

Solved bird identification problem with an iPhone app. Creation, validation, and usability.  
Thousands engaged and educated. [DEMOgod Award](http://venturebeat.com/2012/10/03/demo-gods-birds-brains-and-the-best-products-of-the-season/). [UCSB New Venture Winner](http://www.pacbiztimes.com/2012/05/09/berry-good-fruit-coating-technology-wins-startup-contest/).

* [**SantaBarbaraAudubon.org**](http://SantaBarbaraAudubon.org/) *(2013-14)* Website overhaul. *WordPress, Bootstrap 3, Roots.io.*

Scoped, designed, built. Interviewed users, analytics to understand customer and user needs.

* [**LessIsMore.org**](http://web.archive.org/web/20110728112805/http://www.lessismore.org/) *(2007-12)* Yelp for recycling in Santa Barbara County. *Ruby on Rails.*

Strategy, design, analytics, product management. Traffic doubled at launch, now at 10X.

**Goals:**

* Increase revenue by identifying and leading strategic product development and marketing.
* Lead our team to be more than the sum of our parts to add value for every customer.
* Ship amazing products that improve customer’s lives so much they happily pay for them.

**Education:**

* [**Master of Environmental Science & Management**](http://www.bren.ucsb.edu/academics/MESM.html)**,** [Bren School](http://www.bren.ucsb.edu/), [UCSB](http://www.ucsb.edu) *(2009-12)*

[Eco-entrepreneurship Focus](http://www.bren.ucsb.edu/academics/eco_entrepreneur.htm), [Corporate Environmental Management](http://www.bren.ucsb.edu/career/specializations/cem.html)

[Graduate Certificate in Management Practices (GPMP)](http://www.tmp.ucsb.edu/academics/graduate/curriculum), [Technology Management Program](http://www.tmp.ucsb.edu).

* **Bachelor of Science,** [**Psychology**](http://www.wm.edu/as/psychology/), [the College of William and Mary](http://www.wm.edu) *(2001-05)*

**Past Roles:**

* **eCommerce Product Owner, Yesware** *(2014-2015)* Led cross-functional agile teams to ship revenue boosting products. Owned the funnel from user acquisition, trial, through upgrade.
* **Founder CEO, EcoLek LLC** *(2011-Present)* Built and leading the Birdeez team. Duties include researching the market, strategy, product management, UX/UI, presenting, analytics, marketing.
* **Freelance Web Developer** *(2009-Present)* Understood needs, scoped projects, created timelines and contracts. [JoanEastonLentz.com](http://JoanEastonLentz.com/), [Dancing-Lemon.com](http://Dancing-Lemon.com/), [more](http://www.jeffsimeon.com/topics/products/websites/).
* **Founder CEO, Fonogram** *(2013-2014)* Twitter for sound. *iOS, Node.JS, MongoDB, HTML5*. Concept, product, led nine developers/designers. [Startup Weekend alpha in 54 hrs](http://santabarbara.startupweekend.org/2013/11/19/18-teams-of-swsb-3/).
* **Product Manager / Recycling Program Specialist, County of Santa Barbara** *(2007-2012)* Managed, marketed and owned several projects including [LessIsMore.org](http://web.archive.org/web/20110728112805/http://www.lessismore.org/).