

# CONOR N. SMITH


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## SUMMARY


- 10+ years in Product, Ops & General Management working closely with Engineering teams
- Founded & built user-focused tech businesses, acting as Head of Product to build & scale products across the HR Tech & Financial Services industries
- MIT MBA, Professional Scrum Master (PSM) with dev proficiency (Python, Javascript, SQL, etc.)

## WORK EXPERIENCE

-  **NEW DAY JOBS** award-winning jobs marketplace tech company Singapore, SG  
CEO (& Acting Head of Product) 2017 – Present
- **Led User-Driven Product Company to grow the online marketplace** to 276,150 monthly visits, 85,430 MAU, 243% Annual Rev growth, & achieved profitability in Q2 2020; built global multinationals client base including Prudential, Alibaba, & Chubb
  - **Managed** team of 13 professionals implementing and scaling the New Day platform; developed cross-functional OKR KPI methodology to drive engagement and revenue
  - **End-to-End Product Suite Ownership:** Oversaw development of Employer & Job Seeker Portals on Web & Chatbot with MySQL backend; built 4 apps – newday.jobs, employer.newday.jobs, csr.newday.jobs, & asiaremoteworks.com; built NLP-enabled CV-parsing tool, AI job-matching rec engine, & Open Partner API
  - **Defining product vision, value proposition, roadmap,** and leading all activities necessary to deliver product to market (design, stories, testing, release, demos, etc.)
  - **Refined Software & PM Processes:** Implemented SCRUM (PSM Certified) using tools such as Trello & JIRA; worked closely with CTO to oversee implementation of TDD & CI | CD to increase efficiency & minimize bugs
  - **Product UX | UI Improvement:** Worked closely with Product Designer to create and refine UX / UI experience and design; leveraged visualization tool Smartlook, analytics tool Google Analytics, usage metrics via backend, and HCD qualitative touchpoints to increase engagement & conversion rates for key goals, including client sign ups/job posts and candidate applications
  - **Product Marketing (SEO):** Improved site searchability and acquisition using SEO Acq & Measurement tools, including GA, GSC, WooRank & MOZ –raising traction by 433% in 6 months
  - **Product Marketing (Other):** Used multi-channel outreach tools including email delivery services including MailGun, SendGrid, MailChimp, and outbound marketing services such as HubSpot
  - **Product Design / Prototyping:** Built product prototypes using Balsamiq and Sketch, and led usability tests with target audiences to receive feedback and refine design
  - **BD/Partnerships:** Led key partner acquisitions and integrations with LinkedIn, Facebook, SEEK, Jora, Jooble, & others, driving higher candidate reach and quality
  - **Operations:** Worked closely with Ops dept to outperform key success metrics (leads & hire conv.); created Standard Operating Procedures; resulted in 91% retention & 4.98/5-stars Google rating
  - **Go-To-Market Strategy:** Developed GTM Strategy, targeting mid-sized tech companies to maximize early-adoption & strong branding, & used this base to attract Multinational clients over time
  - **B2B Sales:** Optimized sales pipeline via a Freemium model, delivering 3-mth avg. sales cycles & 62% conversion for mid-sized companies, 6-mth sales cycle & 45% conversion for Multinationals
  - **Award-Winning:** won distinctions and raised funds of 250K USD from MIT Inclusive Innovation, MIT 100K, GSMA Accelerator Fund, & Mastercard Fund; featured in MIT News ([here](#)), MM Times ([here](#))


 **PROXIMITY FINANCE** financial services lending company with \$60M+ portfolio Yangon, Myanmar  
Senior Manager (Product Development, Go-To-Market) 2013 – 2016

- **Acted as right-hand person to CEO to help drive** portfolio growth of 80% YoY, achieve profitability in second year of operation, and grow team from 30 to 170 staff across 15 branches
- **Led Product Development** team; built & launched three products - two loan products (enterprise & livestock), grew to 35% of loan portfolio, as well as ASEAN's first-ever weather-index based insurance products
- **Managed Product implementation** of Backend Management Information System (MIS), including data collection and management visualization tools for data reporting and analysis
- **Led group planning process** of annual business strategy by coordinating across departments, consolidating feedback, and helping lead discussions with senior management and BOD to align on targets and KPIs; tracked and reported KPIs throughout year using MIS (described below)
- **Funding:** Sourced investors, created pitch decks, delivered presentations, and handled core parts of investor relations; Helped **fundraise \$7M USD** from various VCs & Sovereign Wealth funds

 **OPERA SOLUTIONS** product analytics company (acquired by ElectrifiAi) NY, USA; Shanghai, CN  
Product Manager (1<sup>st</sup> promoted from Business Analyst class)  
2010 – 2013

- **Managed Post-Launch enterprise product**, managing team of 3 remote engineers to refine post-launch Procurement platform for Fortune 100 financial services company
- **Created product visualization tool** for visualizing org structure, identifying gaps and changes, and automatically facilitating insights for transportation authority company
- **Product Prototyping:** Managed team of 2 engineers creating sentiment analysis prototype using publicly available data from social media sources for a federal government security tender
- **Product Strategy:** Designed enterprise data infrastructure & implementation roadmap for F100 co.
- **BD:** Helped company sales ideate & sell two client engagements to Fortune 500 Insurance firms
- **Marketing:** Helped create analytics-driven marketing strategy for Financial Services firm
- **Ops:** Sourced & Optimized logistics distribution for global retail chain achieving 29% cost savings

## EDUCATION

 **MASSACHUSETTS INSTITUTE OF TECHNOLOGY (M.I.T)** MA, USA  
M.B.A. in Technology & Entrepreneurship Studies 2016 – 2018

- **Honors:** MIT Legatum Fellow, MIT Sandbox Innovation Fund Fellow & Mentor, & PKG Fellow
- **Specialized Individual Study & Paper** on “Optimal Design and Implementation of KPI Methodologies”
- **Courses:** Product Management, Product Marketing, Digital and Social Media Marketing Analytics, Operations Statistics, Operational Strategy, Pricing Analytics

 **WILLIAMS COLLEGE** MA, USA  
B.A. in Economics (Dean's List) 2006 – 2010

- **Courses:** Statistics, Econometrics, Data Analytics, Financial Market Analysis, Mathematical Economics
- **Extra-Curricular:** 2-Year Captain and All-American Soccer Player

## ADDITIONAL SKILLS



**Certified Professional Scrum Master;** Highly proficient in MS Office, Google Suite tools; Experience in SQL, Google Analytics, Search Console, Tableau, CRM, HTML, CSS, Python, Django, Javascript

- **Mentor / Advisor of various tech startups:** Mentor at Founder Institute, Phandeeyar Tech Hub (2018-Present); Fellow/Mentor at MIT Sandbox Innovation Fund and MIT Legatum Center (2017-2019)