# ARTHUR D BAILEY

## EDUCATION

### MBA Business Administration, Management and Finance
**The University of Sheffield**

2008 - 2010                Sheffield, UK
- The major was focused on software product development

GPA | **3.9** / 4.0

### B.S. Computer Science
**University of Colorado at Boulder**

2004 - 2008                Boulder, CO
- Learned about Web Development, Software Engineering, Databases, UI and UX

GPA | **3.8** / 4.0

## STRENGTHS

### Problem Solving
The Computer Science major taught me that it is important to ask the right questions before looking for the right answers.

### Time Management
Able to meet deadlines, as seen from my experience at McDonald's UK and the development of their mobile app.

### Leadership
As a certified Scrum Product Owner, I am able to lead cross-functional teams.

## SKILLS

### Product Management Skills
Product Roadmaps · Agile Methodologies ·

Product Pricing · Financial Modelling ·

Demo Skills · Customer interviews ·

Market Research · Competitive Research

### Tech Skills
JavaScript · Java · HTML · CSS · PHP ·

Python · MongoDB · UI · UX · DevOps ·

Extreme Programming

# Software Product Manager

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📍 San Fransisco, CA

## SUMMARY

Software Product Manager with a solid foundation in Computer Science. My experience is not limited to just managing teams of developers and designers, but also helping them develop apps from scratch. The achievement that I am most proud of is growing Pinterest from 30M users to 120M in 1 year by adding a feature based on user feedback.

## EXPERIENCE

### Senior Product Manager                2018 - Ongoing
**Spotify**                                        San Fransisco, CA

Spotify is a Swedish audio streaming and media services provider. It is one of the world's largest music streaming service providers, with over 356 million monthly active users and 58 million paying subscribers.
- Increased conversion rates of trial users to paid accounts by 45% after implementing an 80% summer subscription discount in 2018-2019
- Managing record label partnerships: increased revenue with 20% by negotiating deals
- Scrum master of a 20-person back-end developer team
- Redesigned the whole back-end of Spotify with Python, reducing loading times by 40%
- Conducted Competitive & Market Research and raised the Family Subscription price by $1 in 2021, bringing a 25% increase in profits in the first half of 2021

### Product Manager                2014 - 2018
**Pinterest**                                        San Fransisco, CA

Pinterest is an American image sharing and social media service designed to enable saving and discovery of information on the Internet.
- Increased average length of user retention by 30% by updating the UI
- Conducted a customer survey among 200K users about any new features they would like to see on Pinterest
- Gathered the data and pitched it in front of key stakeholders
- Managed the development of the Pinterest Chrome Add-on as a Scrum master of an 8-person team of devs and designers
- The *Save to Pinterest* Add-on grew the platform by 75%, reaching 120M users in fall 2018

### App Development Manager                2011 - 2014
**McDonald's UK**                                        London, UK

McDonald's Corporation is an American fast food company with locations all around the globe. I managed the development of the McDonald's mobile app.
- Managed a 15-person team of developers and designers
- Conducted Competitive Research and gathered data about what features the McDonald's app must have and what features we can improve
- Created a Product Roadmap and set a goal to launch the app in 6 months
- Finished development 1 week short from the deadline
- Created a social media campaign for the launch of our mobile-app which drove 10,000 installations on the release date
- Built Python apps that allowed developers to build proprietary solutions without requiring standard components