

# Joshua Jonas

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## EDUCATION

- B.A. from UNLV (2007)
- 上海交通大学 (2006)
- 西南民族大学 (2003)
- U. Nevada, Reno (2002)

## SKILLS

- Alpha/Beta Programs
- Analysis
- Business Development
- Customer Research
- Game Design
- Market Research
- Metrics Creation
- Operations Planning
- Product Launch
- Release Planning

## PROFICIENCIES

- API Technical Writing
- Jira
- Agile
  - Scrum
  - Kanban
- Discord/Slack
- MSFT Suite
- Google Suite

## LANGAUGES

- English
- Mandarin

## OTHER

- Former Infragard Member
- USGIF Member
- Public Speaker
- Published Game Designer

## PROFESSIONAL EXPERIENCES

### *Senior Product Manager – Ambient Devices*

2018 - Current

#### V-Microsoft

**Product Management:** Senior product manger for [Skype with Alexa](#), drove product development from engineering engagement to a public launch for millions of Skype and Alexa users.

**Beta Program:** Executed and managed the Skype with Alexa internal Microsoft Beta program, recruited over 800 participants, and authored the exit standard for public launch readiness.

**Product planning:** Managed product planning and development through day-to-day collaboration and decision making with a cross-functional teams including engineers, PMs, designers, business and legal.

**Product Experience Design:** Wrote crisp user stories for voice user interface and experience on communal communication devices such as smart speakers.

**Data Analysis:** Leveraged data to target cohorts for marketing campaigns and identify experiments to run to increase engagement and reduce churn.

### *Entrepreneur – Co-Founder / CEO*

2016 - 2018

#### Invrse Reality Limited

**Business Development:** Negotiated access to HTC proprietary technologies while residing in Beijing China to support the creation of our v.1 prototype.

**Product Market Fit:** Led customer research, validation and markets analysis then produced a go-to-market strategy.

**Roadmap Creation:** Co-developed a 3-year technical product roadmap for a mobile input platform that delivered an enterprise XR solution.

**Resource Management:** Handled the budget, resource allocation, and financial projections.

**Leadership:** Led cross-functional team initiatives of engineering teams, SMEs, UX/UI, producers, artists and other product management collaborators to innovate and integrate XR capabilities.

**Product Management:** Stood-up an Agile development workflow with Github, defined requirements, wrote user stories and managed the sprint cycles.

**Execution:** Produced two VR gaming titles with the team, which generated six figures in revenue and 30,000+ downloads.

### *Independent Consultant*

2013 – 2016

#### Jthree Consulting

**Business Development:** Curated conversations and business opportunities for clients in specific markets and then targeted communications for engagement.

**Product Market Fit:** Provided market research in collaboration with company Executives and Product Managers to support the development of strategic roadmaps for businesses the served enterprise and consumer markets.

**Brand Management:** Leveraged social media to create growth and brand recognition through thought leadership which direct impact on [SynGlyphX](#) becoming one of the top 20 most influential entities for Big Data.

### *Subject Matter Expert*

2014 – 2015

#### Defense Group Inc.

**Proposal Writing:** Co-Authoring RFP's for multinational corporations and Government Institutions.

**Leadership:** Managed a three-person team to test and validate the machine-learning (ML) algorithm for scoring data in multiple languages including Mandarin.

**Analysis:** Provided analysis and product feature recommendations for emotional behavioral analytics and data acquisition.

**Customer Research:** Completed customer journeys, feature specs and customer interviews for BehaviorMatrix LLC..

**Data Collection:** Used APIs to scrape big data to create the corpus for Behavioral Emotional analytics in a ML algorithm.

### *US Government Intelligence Analyst*

2008 – 2013

#### Open Source Works

**Writing:** Researched and wrote analysis that was distributed to the White House and to Other Government Agencies (OGA).

**Analysis:** Worked with industry experts on new approaches to solve difficult problems with incomplete data relating to US-China relations from industry to government.

**Research:** Cultural knowledge of China and Mandarin assisted in my ability to do deep research and prepare intelligence briefs on entity resolution, cyber, fin-tech and activity-based intelligence for US Government agencies.