

Email: cory@corymacvie.com

Address: Porter Ranch, CA

Mobile: (909) 435-6551

Twitter: @corymacvie

Github: whatsupcory

A passion for simple user experience, perfect product-market fit, and lean product development.

Skills

Product Management

- Eight years of experience leading development teams focused on user-friendly web and mobile software in a SaaS B2B/B2C environment.
- Extensive experience working collaboratively with the Product team and others including Engineering, Marketing, Sales, and Customer Success.
- Excel in an Agile/Lean development environment.

UI/UX

- Developed design concepts, storyboards, wireframes, prototypes, user surveys, detailed specifications, and other UX/UI design deliverables.
- Proficient in current cloud-based design software.
- Experienced in designing modern websites, cross-platform, responsive, multi-device experiences.

Customer Success

- Eight years of developing strong relationships with thousands of c-level to manager level customers.
- Written & recorded hundreds of knowledge based articles, support docs, video training courses, and developer docs.
- Excel at building customer loyalty with onboarding programs and proactively growing customer accounts.

Experience

Spatial Networks (Fulcrumapp.com)

Product Manager | Growth Hacker | Customer Success Manager

September 2014 – Present (7+ years)

The first three and half years were spent in the Product Manager role, owning our product's direction and roadmap. As Growth Hacker, assisted in expanding the engineering, product, marketing, sales, and customer success teams while growing the MRR every month for seven years. Worked collaboratively with the VP of Product

and the rest of the team to build an advanced geospatial product with a simplified user experience. Communicated and fostered alignment for product and growth initiatives for the company. Identified strategic markets and implemented targeted marketing plans to expand the product into new industries. Led the product repricing and communication rollout twice as our product expanded in features. Analyzed all business performance and production goals and reported on progress to the c-suite. Spoke on behalf of the product and company at dozens of events, webinars, and conferences.

FEMA Region 9 & 7

GIS Coordinator, Remote Sensing Coordinator, Product Manager

June 2010 – September 2014 (4 years 4 months)

During the last two years, led technology solutions for the region by managing the development of unique geospatial systems. These geospatial apps analyzed aerial and satellite imagery to produce rapid damage calculations after a disaster. Provided training to support response operations regarding all geospatial activities in and outside the region. Accountable for managing the GIS personnel, handling regional remote sensing capabilities, training regional personnel, and integrating with State GIS counterparts in the Federal disaster response to disasters. Developed operational policies for the region's geospatial and remote sensing programs. Provided geospatial support during the response and recovery of regional and national disasters.

Apple

Genius (Technician)

August 2009 – May 2011 (1 year 10 months)

Achieved top sales associate for both computers and mobile devices. Developed and administered training to a wide diversity of public and employees using various education delivery methods, e.g. one-on-one, small and large workshops. Prepared written records and reports. Specialized in maintaining a calm environment while meeting short-term deadlines. Surmounted technical challenges with short time frames. Recognized for leadership in customer service. Exceeded managerial performance goals. Surpassed certifications requirements needed for the position.

Education

Loma Linda University

Major: Masters in Global Health (MPH)

Focus: GIS, Humanitarian Assistance Certificate

2007-2009

California Baptist University

Major: Bachelors of Applied Theology

Activities: Founder and director of the University's student Domestic Service Projects

2002-2006