

## PATRICK T. HOFFMAN

221 Massachusetts Avenue, 906  
Boston, MA 02474

+1-215-703-7771  
patrick.t.hoffman@gmail.com

### SUMMARY

Strategic leader. Expert at aligning business objectives and building systems to successfully scale early stage ventures.

### EDUCATION

#### COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK

New York, NY

*M.S. in Urban Planning; Transportation and Community Development Track*

2010 — 2012

- Studies focused on transit-oriented development and the use of computational modeling for planning decisions.

#### DREXEL UNIVERSITY

Philadelphia, PA

*Bachelor of Architecture (2+4); 6-year program*

2004 — 2010

- Vice President, Drexel Smart House (2008-2010): secured grants and led product at urban tech incubator with \$4M

### EXPERIENCE

#### SUPERPEDESTRIAN

Cambridge, MA

\$33M raised. Sells the Copenhagen Wheel, a smart electric wheel. Is also developing light electric urban vehicles.

*Product Manager (Report directly to COO)*

Feb 2015 — Present

- Collaborate with tech and design leads to set strategy, execute roadmaps and ship hundreds of critical new features.
- Run Ecommerce. Manage a team of 12 to design, build and improve and integrate a Spree Commerce store with OEMs, manufacturing, distribution and logistics to simplify fulfillment improving customer satisfaction and sales.
- Built analytics system enabling sales, marketing, design and product to make decisions resulting in 4x sales growth.
- Craft, launch and optimize ad campaigns. \$30k/month with CTR of 10% and CPL of \$1.28 (1/30th industry norm).
- Developed lead capture, nurturing and scoring programs to triple the sales conversion rate and shrink the COCA.
- Optimized customer service by migrating Zendesk to Salesforce resulting in a 10x case handling improvement.
- Authored 42 job descriptions for engineering, product, sales and marketing. Managed hiring process for 5 positions.

#### GIGSTER

Cambridge, MA

Startup leveraging narrow AI and machine learning to coordinate remote teams building complex software systems.

*Product Manager (Contract)*

May 2016 — Mar 2017

- Projects: (i) software for an Uber competitor in India to provide scheduled and on-demand shared rides, (ii) Fintech mobile app for Saudi Arabian households, (iii) machine-learning algorithm to optimize dispensary coupon delivery.

#### BOOKMORE

Chicago, IL / Boston, MA

BookMore provides software and educational products that help fitness businesses optimize and achieve record growth.

*Co-owner, Head of Product, Marketing and Customer Success*

Oct 2015 — Present

- Spearhead product development and release cycles. Quantify customer pains to drive roadmap and enable sales.
- Manage a team of 5 offshore marketers to create compelling content for inbound and outbound campaigns.

#### SOCIAL BICYCLES

New York, NY

Makes and operates smart bikes in the bike share space. It is the first system to be managed with a click of a mouse.

*Group Product Manager (4<sup>th</sup> full-time hire. Reported to the CEO)*

Oct 2012 — Jan 2015

- Managed 10 people. Introduced Scrum. Drove software development turning MVP into best-in-class tech platform.
- Drove UX and delivered critical features and improvements for the whole tech stack, including: POS; server side; embedded; on-bike LCD user interface; POS kiosk; bike share operations software; consumer mobile apps.
- In 3 months, built and launched award winning commuter app, Social Cyclist. Grew users from 0 to 5k in 2 months
- Launched and ran a 6-month bike share program in Hoboken, NJ. Managed a team of 5. Drove customer growth.
- Grew deployments from 100 bikes to over 3k by writing and shaping the strategy of 7 RFP responses worth \$12M+.
- Project lead for a \$325,000 NYSEDA grant to create a hybrid car share / vanpool system to increase vehicle utility.
- Developed and managed partnerships with other transportation companies like Ridescout, car2go, and TransitApp.

### ADDITIONAL INFORMATION

- **Past life as an architect:** worked full-time, from June 2006 to October 2011, as architect & planner at 4 companies.
- **Singularity University Teaching Fellow (Summer 2012):** Taught about urban systems and product development.
- **Certifications:** Salesforce Administrator, LEED AP, Certified Scrum Product Owner
- **Proficiency:** Scrum, Lean methodology, Design Sprints, Salesforce, HTML/CSS, SQL, Processing, Jira, Trello, Git, Tableau, Google Analytics, Facebook Business Manager, SEO, Sketch, Creative Suite, Keynote, Command line
- **Interests:** urban mobility and smart cities, advising early stage startups, racing cars, riding bikes, climbing, painting