

PATRICK T. HOFFMAN

221 Massachusetts Avenue, 906
Boston, MA 02474

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

EDUCATION

COLUMBIA UNIVERSITY IN THE CITY OF NEW YORK

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

New York, NY

2010 — 2012

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

DREXEL UNIVERSITY

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

Philadelphia, PA

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 lead and design lead to develop internal and consumer product roadmaps. Leverage Scrum to deliver features that enable marketing, sales, customer support, and service. Shipped hundreds of new features.
- Managed a team of 12 to redesign, launch, and extend a Spree Commerce store to replace a homegrown system.
- Improved customer satisfaction and enabled sales growth by integrating the Spree Commerce store with manufacturers, distribution, OEMs, and third party logistics to enable same day fabrication and fulfillment of orders.
- Built analytics suite enabling sales, marketing, design and product to make decisions resulting in 4x growth in sales.
- Launching and optimizing social ad campaigns. To date: CTR of 10% and CPL of \$1.28 (1/30th of 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.
- Wrote 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 (4th full-time hire. Reported to the CEO)

Oct 2012 — Jan 2015

- Managed 10 designers, software engineers and product managers. Introduced Scrum and Lean methodologies to drive software development and transform an MVP into a best-in-class bike share tech platform.
- Drove UX and delivered critical software features and improvements for the whole tech stack, including: embedded software and LCD interface; a PCI compliant POS; 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.
- Created new operational systems and documented SOPs for launching and running municipal bike share programs.
- 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 NYSERDA 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