

JOSE GONZALEZ

786-897-4881



jose@digitalnerd.net



linkedin.com/in/josegon



EDUCATION

MASTER'S DEGREE

Management Information Systems
Florida International University
2006 – 2007

BACHELOR OF SCIENCE

Computer Science
Florida International University
1999 – 2003

Six Sigma Green Belt
Johnson & Johnson

LANGUAGES

English - native
Spanish - fluent

EXPERIENCE

Director of Product Management

Vevo / Oct. 2016 - Present

Develop and mentor a team of 5 product managers and lead product strategy on our owned and operated products. We've launched several new products and features including Vevo Live, Watch Party, our top in music AppleTV app, personalized recommendations and notifications, and much more.

Reorganized product and engineering teams into a user-focused organization following similar models by Spotify, Yammer, and others. Re-focused product team on delivering high value products with an emphasis on risk taking, growth, and learning fast.

Sr Product Manager

Vevo / Oct. 2014 - Oct. 2016

Developed and managed our mobile, TV (OTT), and social product strategies.

Instituted a data-driven approach and culture to Vevo's product management and engineering teams leading to improved KPIs across our apps.

Introduced and led Google Ventures' Design Sprints for our product, design, and engineering teams leading to new product innovations and quicker validation of ideas.

Mentored several of our more junior product managers from feature PMs to taking on full product strategy, allowing our team to scale.

Launched, and iterated on several apps and features for Android, iOS, Android TV, and AppleTV (tvOS).

— Received Editor's Choice in the Play Store for our Android app, a company first.

— Completely revamped and relaunched Vevo's iOS and Apple TV (tvOS) apps, focusing on simple and easy to use personalization and social features leading to an increase in user engagement of over 30%.

Front End Talent in Residence

MustWin, LLC / June 2013 - Oct. 2014

Led several projects as a full stack web development and project management contractor for up and coming startups. Clients included Offbase Productions (PS4 Gaming Docs), Cotap, Voxer, and Getable.

JOSE GONZALEZ

EXPERIENCE continued

Engineer / Project Manager / Tech Lead

Yammer (acquired by Microsoft) / Oct. 2011 - June. 2013

Led effort to make Yammer more accessible and CVAA compliant across all our apps.

Led initiative to internationalize Yammer (web and native) into 11 languages with full coverage.

Built internal user research system automating our sampling strategy and management of user research campaigns.

Prototyped new Yammer features for user research sessions, rebuilt and maintained Yammer's developer site for partners using our API, , and led initiative on improving Yammer's legibility.

Led the migration of our marketing site off our Rails stack onto its own along with a new site redesign. Transitioned control and maintenance from the Engineering team to Marketing, increasing the velocity of both teams.

Moderated several research initiatives, helping our product and design teams to make better informed product and user experience decisions.

Founder and CEO

TheZCompany.com / July 2009 - Sep. 2011

Bootstrapped consulting company and product incubator with no initial investment into six figure revenues. Responsibilities varied from product management, building customer/partner relationships, sales, marketing, and engineering.

Product Manager

Yahoo! / May 2007 - May 2009

Led turnaround of previously declining usage of Search (Unique Users and Page Views) by ultimately growing between 20-40% year over year in each market managed (US Hispanics, Mexico, Argentina, Brazil) while also adding new markets.

Managed LATAM User Experience team and created new processes for the team allowing us to scale across 5 different product teams.

Managed and prioritized multiple product teams utilizing a shared base of engineers across different timezones (US and Brazil).

Hired and mentored several PMs, editors, and engineers to scale the team.