

# Will Page

Product Manager focused on augmenting human experiences through connected data products

william.page147@gmail.com | [linkedin.com/pagewilliam](https://www.linkedin.com/in/pagewilliam)

## Experience

**Advisor - Product & Operations, Athlytic – New York, NY**

June 2023 – Present

- Advise on strategy & operations after Seed-funding from VC firms such as Google Ventures, Techstars, and a16z
- Constructed an outbound sales motion through implementation of a CRM and sequencing platform, leading to the first systematic customer acquisition for the company and 100%+ increase in year/year revenue in 4 months

**Sr. Product Manager/Designer, Capital One – People Strategy & Analytics – New York, NY**

March 2022 – Present

- Launched a predictive & prescriptive analytics business intelligence product for VP+ clients, talent acquisition analysts, and recruiting managers, leading UX research & design, usage analytics, strategy, and model management
- Led qualitative and quantitative customer research through a full product life cycle of a diversity sourcing product that prompted policy changes, improved diversity of candidate sourcing by ~10%, and increased NPS by over 50
- Completed a 6-month program for Machine Learning Product Management, led by UC Berkeley and Capital One
- Product owner of a team of 7 engineers, restructuring our process to increase ship speed by ~40%
- Organized town halls and monthly showcases across a 100+ people org, inspiring and connecting the team to their work

**Project Manager, LightGuide – Wixom, MI**

January 2021 – March 2022

- Managed \$5M+ of deployments of LightGuide augmented reality systems, representing over 90% of revenue
- Developed an IoT system that combined 14 different sensors to all work together on the same platform over TCP/IP
- Designed the strategy and technological framework for a company-wide move into the Salesforce environment, unifying a team of 60+ through a Series B growth phase
- Created a culture of sending customer insights from installation of our product back to the core product team to refine our device experiences on our core products

**Engineering & Marketing Co-op, Light Guide Systems – Wixom, MI**

December 2017 – December 2020

- Led sales demonstrations of LightGuide's augmented reality system to 50+ companies including many Fortune 500, helping to close over \$1.5M in sales
- Directed company-wide technical reviews on human factors, APIs, cybersecurity, new sensors and more
- Helped initiate 'crossing the chasm' through development of a case study, a white paper, and an ROI calculator
- Conducted two multi-day cross-company kaizen workshops, leading to greater efficiency and a smoother customer experience, helping us grow from startup to the second stage of organizational maturity

**Research Assistant, Human Factors & Ergonomics Lab – Kettering University, Flint, MI**

June 2019 – January 2020

- Assisted Dr. Justin Young in data analysis of an experiment testing the effect of different skew and gain settings in a gesture control field while using AR/VR systems
- Conducted statistical analyses (ANOVAs) to determine significance of different factors in various layouts of a control field

**Founder & Owner, Page SEO Consultants - Boston, MA**

August 2016 – November 2017

- Cold called hundreds of property management offices to sell services automating their blog content
- Sold \$30,000+ worth of services and employed a team of 4 people

## Skills

- |  |                              |                                 |
|--|------------------------------|---------------------------------|
| • Product Management                     | • Human-computer interaction | • Intrapreneurship              |
| • Data analysis (Excel, SQL)             | • Ergonomics/Human factors   | • Public speaking               |
| • Strategic thinking (Product, Business) | • User experience (UX)       | • Technical & marketing writing |
| • Product analytics (GA, SQL)            | • User research              | • Process optimization          |
|  | • Entrepreneurship           | • Project management            |

## Education

**B.S. in Industrial Engineering, Conc. Human-Computer IX & Statistics, Kettering University - Flint, MI**

October 2017 – Dec 2020

**Machine Learning Product Management Certification, Berkeley Haas, Capital One**

February - April 2023

## Publications & Conference Appearances (Found on my LinkedIn)

- IEEE Int. Conf. on Human-Machine Systems 2021 – “Advancing Human Adoption of Technology”
- Undergraduate Thesis – “Capturing the Value of Augmented Reality”
- Case Studies – “LightGuide's Results for Luxottica” & “Athlytic and Bon Bon Bon”
- White Paper – “How Light Guide Systems are Enriching the Social Economy”
- Confs. – “Increasing Accessibility with AR” (MSU Accessibility), “How AR is Changing Industry” (Campus Party)