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Dean J. Kroker

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Summary

12+ years leading product teams—currently building a new business. Led product design and development for 7MM monthly customers at Microsoft. Grew multiple startups with exits.

Experience

CEO | spark (Apr 2023 – Present)
- Design, engineer, and market a product that simplifies the way people stay in touch.

Principal | western hemlock (Apr 2023 – Present)
- Lead AI, cloud, conversational AI, and mixed reality product development.

Product Manager | Microsoft (Sep 2020 – Apr 2023)
- Managed Azure VM and Linux E2E product, serving 7MM monthly customers.
- Redesigned feature for 3MM customers, boosting the experience score by 30% in 6 months.
- Unified 5 products for 2MM customers into one UX, boosting NPS by 25% in 8 months.
- Reduced the # of clicks to connect to a VM from 40+ clicks to 1 click in less than 6 months.
- Work across 10+ technical teams, delivering strategy for engineers, designers, and researchers.
- Provided regular mentorship to 20+ aspiring product managers.
- Advanced through 4 levels in 2.5 years.

Product Lead | Capax Global, Acquired by Hitachi Solutions (Jun 2016 – Aug 2020)
- Developed 10-person consulting company to 40MM+ in revenue in under 3 years.
- Designed and built big data product adopted by over 70% of consulting revenue.
- Created Hitachi's first growth team under COO, driving 50% YoY growth post-acquisition.
- Managed direct reports; opened and hired for 2 offices/regions alongside recruiters.

Co-Founder & CEO | Endless Tone (Mar 2013 – May 2018)
- Built product to price-match musical instruments alongside a B2B API for manufacturers.
- Secured funding, managed 6-8 full-time engineers, designers, and researchers.
- Oversaw engineering, marketing, design, sales, hiring, and finance.

Co-Founder & CEO | Whitemarsh Technology (Oct 2008 – Dec 2013)
- Created software consulting firm with 8 employees serving 1000s of clients.
- Managed teams to design web applications, business infrastructure, and IT solutions.

Skills

Technical: Azure, SwiftUI, SQL, .NET (C#), JavaScript
Applications: CI/CD, Git, Scrum, Power BI, organizational product design
Design: Figma, User Research, Content Design, Workshop Facilitation

Education

Lehigh University
Computer Science & Business | Bachelor of Science (B.S.)

Side projects

- Advise EdTech non-profit on technology programs to benefit low-income households.
- Teach guitar and play music for Jewish non-profits.
- Enjoy cycling, tennis, pour over coffee, gymnastics, interior design.