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Dean J. Kroker

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Summary

Product leader with 12+ years driving large-scale products, leading high-growth teams, and delivering strategic impact. Advanced products and platforms for millions of customers at Microsoft and in startups. Passionate about coaching and developing product talent.

Key Achievements

- Scaled 10-person consulting company to $40 million in revenue and 200 employees in 3 years prior to successful acquisition.
- Reduced critical workflow clicks from 30+ to 1 click for 3 million Microsoft customers, decreasing support tickets by estimated 70%.
- Led UX redesign for 2 million customers, boosting NPS by 35 points in 8 months.
- Led products with over $500M in estimated annual revenue and 7 million monthly users.

Experience

CEO | spark (Apr 2023 – Present)

- Lead product vision, design, and development for startup.
- Develop technology to simplify how people share availability with friends.
- Scale and lead cross-functional teams.

Principal | western hemlock (Apr 2023 – Present)

- Lead AI, cloud, conversational AI, and mixed reality product development.
- Define product vision and roadmaps for select clients.
- Guide engineering teams through prototyping and development.

Product Manager | Microsoft (Sep 2020 – Apr 2023)

- Led planning and delivery of key features, increasing annual revenue by estimated $500M.
- Led UX redesign for 2 million customers, boosting NPS by 35 points in 8 months.
- Reduced critical workflow from 30+ to 1 click, decreasing related support tickets by ~70%.
- Influenced roadmaps, budgets, and resourcing across 20+ engineering teams.
- Provided coaching and mentorship to develop 20+ aspiring PMs

Product Lead | Capax Global, Acquired by Hitachi Solutions (Jun 2016 – Aug 2020)

- Scaled 10-person consulting company to $40 million in revenue and 200 employees in 3 years. Led product team to build internal big data platform, accounting for over 70% of revenue.
- Opened 2 new offices and hired 60+ staff alongside internal/external recruiters.
- Promoted to lead Hitachi's first growth team post-acquisition, driving 50% YoY growth.

Co-Founder & CEO | Endless Tone (Mar 2013 – May 2018)

- Founded and scaled an e-commerce company in the musical instruments space.
- Led a team of engineers, designers, and researchers (6-8 employees).
- Developed expertise in business strategy, marketing, sales, and financing.
- Successfully secured venture funding to support Endless Tone's growth.

Technical Expertise

Skills: Azure, SwiftUI, SQL, .NET (C#), JavaScript, CI/CD, Git, Scrum, Power BI, Figma, User Research, Content Design, Workshop Facilitation
Education: Computer Science & Business | Bachelor of Science (B.S.) (Lehigh University)
Philanthropy: Ed-Tech non-profit board, teach guitar and play music for Jewish non-profits