

Olli Siebelt

PRODUCT MANAGEMENT & SERVICE DESIGN

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I'm a Product Management and Service Design leader who's been launching successful and innovative products in verticals such as HRIS, Telecom, Broadcasting, Automotive, Startups and Advertising here in the US (*and in the UK*) for over 15 years. I bring a deep expertise in product leadership, UX research/design and digital production management to companies that love to solve complex customer problems and build amazing things along the way.

CORE SKILLS

- Product Management
- UX Research / UI Design
- Augmented/Mixed/Virtual Reality
- Program/Project Management
- Service Design & HRIS
- Team Building / Leadership
- Agile Software Development
- SaaS GTM Strategy
- Product Marketing

EDUCATION

- **MA**, Digital Radio Broadcasting | **Goldsmiths College, University Of London**
- **BA**, Corporate Communications | **City University Of New York**
- **Pragmatic Institute** (Level III) | **Silicon Valley Product Group (SVPG)** | **General Assembly**

WORK EXPERIENCE

SENIOR PRODUCT MANAGER, **AMAZON**

May 2019 - December 2019 | Seattle, WA

<https://www.amazon.com>

- Led a "two pizza" sized team to optimize and re-build the Whispersync experience for both hardware Kindle devices as well as their related iOS and Android mobile apps. I led UX, data science, development and QA initiatives across Seattle and Chennai, building out feature roadmaps to optimize app UI, platform latency, book delivery and generally improve the Kindle reading experience from device-to-device for book lovers around the world.

SENIOR PRODUCT MANAGER, **TRINET**

May 2014 - May 2019 | Santa Monica, CA

<https://www.trinet.com>

- With a mission to fix the broken world of sourcing and recruiting talent, I launched TriNet's very first integrated Cloud-based SaaS Applicant Tracking System (ATS) taking the product from concept to MVP to fully integrated product.
- I managed, mentored and trained cross-functional UX, sales, marketing and development teams in LA, SF, Bradenton and Ho Chi Minh City, decreasing customer support calls by over 40%, increasing overall retention and brought in multiple rev-share and cross-promotional partnerships culminating in ~\$3US million in revenue YoY.

SENIOR UX PRODUCER (CONTRACT), **CRITICAL MASS**

May 2013 - September 2013 | Los Angeles, CA

<https://www.criticalmass.com>

- Led a 10 person team responsible for the re-design of the entire Hewlett Packard (HP) global online e-commerce customer experience. In addition to doing all the project planning, budgeting and resource coordination, I led strategy sessions, focus groups and usability testing and incorporated all qualitative learnings into visual design strategy/deliverables that were handed off to HP's development teams in San Mateo, Toronto and Hyderabad.

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HEAD OF PRODUCTION & CLIENT SOLUTIONS, **THE FAMOUS GROUP**

October 2010 - May 2013 | Culver City, CA

<https://www.thefamousgroup.com>

- Acted as the Head Of Production for a 30 person integrated digital agency specializing in advanced experiential products across platforms including Live Action & CGI, Augmented Reality, Mobile, Web and Social Media, growing core agency revenue to over \$20 million over 3 years and winning multiple awards including Webby, Clio, FWA and Cannes Lions for clients including Google, Ogilvy, Dreamworks, PNC, Michelin, Deutsch, Paramount, Lexus, Dreamworks and Wonka, among others.
- Responsibilities included leading UX operations, coordinating full-time/freelance resource staffing, project planning, financial reporting/P&L, client delivery logistics and creative ideation with multiple 3rd parties both in the US and internationally.

SENIOR PRODUCTION MANAGER, **AKQA**

April 2008 - August 2010 | London, England

<http://www.akqa.com>

- Responsible for all project planning, UX/QA deliverables and production workflow for multiple clients including Diageo, Unilever, Sainsburys and Orange at AKQA's London offices.
- Launched products and campaigns for the likes of Sunsilk shampoo, Johnnie Walker whiskey and others. Also led daily product operations for Orange's e-commerce shop, coordinating backlog and production requirements for both business partners (*handset manufacturers, ISP's*) and customers throughout the UK and Northern Ireland.

SENIOR DIGITAL PROJECT MANAGER, **SOMETHIN' ELSE**

October 2007 - April 2008 | London, England

<http://www.somethinelse.com>

- Acted as lead client-facing product development manager and information architect/UX lead for the interactive department of a London based cross-platform digital production company. Working closely with clients such as Orange, Sony and The Local Radio Company (TLRC), I was responsible for all daily staff, budget, account and risk management of website, banner ad, CMS and microsite builds along with back-end technical architecture for internal and customer facing tools and products.

TECHNICAL PROJECTS MANAGER, **LIVE NATION**

December 2005 - September 2007 | Beverly Hills, CA / London, England

<http://www.livenation.com> | <http://www.livenation.co.uk>

- I was the 4th person hired into Live Nation's digital team after the Clear Channel breakup to ideate, validate and launch the Live Nation online brand in both the US and the UK with my team taking the brand from MVP to full production/revenue generating platform in one year. Working alongside Nielsen/Norman Group (N/NG) and Razorfish, I coordinated and validated all internal & external customer research, usability testing and information architecture and led all major technical development initiatives with internal teams based in LA, SF and London.
- Product managed multiple festival and event websites, coordinating with record labels, artists, booking agents and clients such as Mean Fiddler, Reading Festival, House of Blues, Ticketmaster and HRH Princes William and Harry to ensure product market fit, revenue generation, ticket sales and marketing opportunity capitalization.

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CONTENT OPERATIONS MANAGER, **MOVIELINK**

May 2005 – December 2005 | Santa Monica, CA

<http://www.movielink.com>

- Acted as the main content manager and website producer for one of the largest online movie download sites in a world before Netflix and other video streaming services. Responsibilities included coordinating with multiple independent and Hollywood movie studios, title distributors and their marketing and legal teams and my four person team to ensure site content was updated based on marketing and audience data, contractual and Video-On-Demand (VOD) agreements and distribution schedules that were coordinated by myself and the executive leadership team.

CREATIVE SERVICES PROJECT MANAGER, **AT&T**

November 2003 – November 2004 | Bedminster, NJ

<http://www.att.com>

- As part of AT&T's Global Corporate Communications team, I was responsible for the daily production of AT&T's internal and external corporate communication directives published to both internal websites and TV networks (TTV) including press releases, video news packages, microsites, email campaigns and safety/weather alerts among others.
- I also acted as the UX lead and technical project manager for the complete re-design of AT&T's global corporate intranet as well as improving the usability multi-media functions across both AT&T's in-house web publishing and TV broadcasting divisions.

WEB PRODUCER, **BILLOREILLY.COM**

November 2002 – November 2003 | New York, NY

<http://www.billoreilly.com>

- Bringing in ~\$US7 million in revenue across SaaS based subscriptions an e-commerce web-shop offering, I was I was the day-to-day product manager for BillOReilly.com, a start-up bootstrapped by Bill himself alongside his agents at N.S. Bienstock whose aim was to let paying subscribers directly access exclusive content and have real input into how his broadcasts were produced.
- Based at the Fox News HQ in New York, I was responsible for all daily content updates, marketing strategies, P&L and the gathering of both quantitative and qualitative fan data to build community and grow customer satisfaction. I also managed all site e-commerce operations including wholesaling, warehousing, shipping logistics, payment system integrations and customer service for multiple physical and digital product lines.

DIGITAL CONTENT PRODUCER, **BRITISH BROADCASTING CORP. (BBC)**

April 1999 – September 2002 | London, England

<https://www.bbc.co.uk/sounds>

- Created and launched the overall user experience for the BBC's first ever digital radio (DAB) platform for BBC Radio's 1, 2 and Five Live as well as their exclusive digital sub-channels - setting the editorial tone, format and the UI for all data broadcasts across the UK and Northern Ireland. I also co-concepted, launched and managed the BBC's first ever music portal, consolidating all the music content from BBC Radio, TV and their assorted magazines in one place at bbc.co.uk/music.
- I also conducted multiple focus groups and user interview sessions in the field, creating personas and archetypes around how the British license fee payer consumed radio and data content both at home and while in the car.