

Mike Hettesheimer

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Product Management & Agile Software Development

Strategic & Creative Product leader passionate about building great software to drive extreme client satisfaction & business goals. Dedicated manager who fosters employee development and a collaborative team culture.

Professional Strengths

Strategic Leadership & Vision	Data-Driven Product Development	Systems/Process Reengineering
Trust-Building Team Development	KPI Identification/Achievement	Revenue Growth

Leadership & Management Experience

JOOR - New York, NY - 2012 - Present

The largest wholesale marketplace serving fashion brands and retailers. Led JOOR's product development through huge growth years that saw revenue increase from \$2M-\$15M & \$8B in wholesale transaction volume (GMV)

Director of Product - 2014 - Present

Hired and led a product team of 5 & QA team of 3. Worked closely with Engineering to deliver our product roadmap across 3 main platform initiatives: iOS Apps, Web & Client Integrations.

- Mentoring, Hiring & Retention of the Product & QA teams.
- Responsible for developing & delivering product roadmaps to meet company goals
- Launched new business through development of mobile/web products to attract large Retailers to join JOOR
 - Resulted in development of a completely new revenue stream
 - Network effect of working with retailers helped to increase new business in brand sales
- Product discovery & management to support onboarding multiple large Retail partners.

Product Manager - 2013 - 2014

Responsible for product discovery & specifications of JOOR's iOS iPad App & Web platform.

- Responsible for developing & delivery of Mobile roadmap that drove 4X revenue increase
- Wrote product requirement documentation (PRD) and user stories in Confluence & JIRA
- Implemented Google Analytics & SQL queries to track usage & adoption

QA Engineer - 2012 - 2013

Test & release planning of major platform upgrades & e-commerce initiatives to support multiple currencies, user permissions & database migration (MySQL to Postgres).

Grubhub - New York, NY - March 2012 - August 2012

QA Engineer

Provided manual and automated QA testing for GrubHub.com & mobile Apps. Responsible for testing & troubleshooting of web & in-restaurant Android App (OrderHub) used to communicate food orders to restaurants.

NJ Transit - Newark, NJ - 2004 - 2012

Reporting Analyst - 2007 - 2012 - Developed reports for management to analyze budgets totaling over \$750M.

Senior Systems Analyst - 2004 - 2007 - Project management of internal tools & systems.

EDUCATION

BA, Information Systems - Rutgers University - 2001

TECHNICAL SKILLS

JIRA | Confluence | Clubhouse.io | Photoshop | Invision | SQL | Google Analytics | Mixpanel | Hotjar | Unix | Charles Web Proxy | Git | iOS | XCode | Technical Troubleshooting | G Suite | Slack | PHP (Limited) | HTML | CSS