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

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Experience

JOOR - New York, NY - 2012 - Aug 2018
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)

<u>Director of Product</u> - 2014 - 2018
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.

<u>Product Manager</u> - 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

<u>QA Engineer</u> - 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 - 2012
<u>QA Engineer</u>
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
<u>Reporting Analyst</u> - 2007 - 2012 - Developed reports for management to analyze budgets totaling over $750M.
<u>Senior Systems Analyst</u> - 2004 - 207 - 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/Python (Limited) | HTML | CSS | Bootstrap