

# Henry Becker Harboe

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## Experience

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### TicTacGo

Brooklyn, NY

#### Product Manager

Aug 2018–Present

*Currently directing product development for startup building web services for adults with disabilities. Owning roadmap and managing remote engineering team*

- Led discovery during organization's pivot, writing and testing assumptions about buyer personas, market segmentation, and go-to-market strategy with market and user research
- Currently maintaining roadmap, writing and prioritizing new user stories based on regular user testing
- Currently leading program management, optimizing Agile processes to benefit remote engineering team

### Faraday

San Francisco, CA

#### Product Manager (Freelance)

Sep 2017–Apr 2018

*Directed product development for electric bicycle manufacturer's mobile app, from concept through launch. Prioritized user stories, directed user interviews and usability tests, contributed UI design, and managed QA*

- Prioritized roadmap around fastest growing user segment, dropping 66% of initial product brief
- Managed bi-weekly product test and release calendar, reporting progress on OKRs to key stakeholders
- Built trust across organization by maintaining a prioritized, achievable roadmap and consistently delivering releases on-time

### LumenEd

Chicago, IL

#### Co-Founder, Head of Product

2014–2016

*Co-founded hardware/software startup where I owned Product and Marketing. Managed development of video sharing software across mobile, desktop, and custom hardware platforms. Led Marketing to achieve growth goals*

- Directed early marketing experiments, leading to \$45k of recurring subscriptions in first 3 months
- Introduced team-wide customer success processes, achieving over 90% retention in YoY subscriptions
- Formulated new product strategies to drive revenue growth by frequently interviewing customer decision-makers, end-users, and industry partners

### Freakonomics Consulting aka TGG Group

Chicago, IL

#### Summer Associate

Summer 2014

*Applied behavioral economics to client work of Steven Levitt and Daniel Kahneman's consulting firm*

- Leveraged survey and usage data to reallocate technology across 80 Chicago Public Library branches
- Pitched new international B2B payments solution to a credit card client (service was launched globally)

## Education

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### Oberlin College & Conservatory of Music

Oberlin, OH

#### B.A. in Economics

2011–2015

- President, Oberlin Entrepreneurship Club (2013–2015); 1st place, LaunchU Startup Accelerator (2014); 1st place, StartIt Business Competition (2013); Finalist, JPMorgan Case Challenge (2013)

## Additional Information

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**Development languages:** CSS, HTML, Java (some), Javascript (some), Python, R, SQL

**PM/Design tools:** Jira, Confluence, Microsoft Excel, Google Analytics, Figma, Sketch, Illustrator, Balsamiq