

Henry Becker Harboe

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Experience

TicTacGo

Brooklyn, NY

Product Manager

Aug 2018–Present

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
- Maintaining roadmap, writing and prioritizing new user stories based on biweekly user testing
- Co-leading project management of engineering team, optimizing Agile processes to benefit remote team

Faraday

San Francisco, CA

Product Manager (Freelance)

Sep 2017–Apr 2018

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

- Prioritized roadmap around fastest growing user segment, dropping 66% of initial open-ended 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
- Frequently interviewed customer decision-makers and end-users to identify and prioritize new features driving revenue growth

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

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

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

PM/Design tools: Jira, Confluence, Trello, Balsamiq, Figma, Sketch, Adobe Photoshop & Illustrator