

# Jasper Eisenberg

eisenberg.jasper@gmail.com | 707-501-8375 | Manhattan, NYC

## Experience

### Swivl

#### Sr. Product Manager, 2016-Present

- Managed the complete software and hardware product roadmaps to grow revenue ~50% y/y.
- Overhauled the core video platform, re-launching as Swivl Teams to achieve \$1M ARR.
- Executed from concept to launch an automated video editing service (intercut.ai). Worked closely with engineering and design to craft the product UX, core tech, and marketing assets.
- Prioritized the roadmap by weighing input from customers and stakeholders, sales vs. customer needs, usage data, engineering capabilities, and marketing to maximize user impact.
- Led the strategic shift from hardware to software driven sales by unifying the product vision, coaching 8+ sales reps on the shift, and aligning product with marketing and success teams.
- Coordinated with cross-functional teams to effectively lead and manage a portfolio of three robots, two web platforms, two desktop apps, and four mobile apps.
- Managed a junior product manager, two project managers, and two designers in Kyiv, Ukraine.
- Created a culture of rapid testing and continuous improvement across US, HK, and UA offices.

#### Sr. Operations Manager, 2015-2016

- Oversaw global manufacturing, supply chain, and logistics for 30+ SKUs from many countries.
- Developed strong relationships with partners in Asia, managed complex factory moves, identified and negotiated with new suppliers, and balanced deliveries with cash flow needs.
- Executed 3 major new product introductions (NPI) for electromechanical robots and scaled production while maintaining strict quality control standards. Less than 1% defect rate.

### Motrr (Sproutwerx Incubator)

#### Product Manager, 2014-2015

- Achieved a successful exit to GoPro by pivoting the core use case to photography.
- Resolved production delays by moving to Shenzhen for 18 months, turning around the manufacturing partnership to reach mass production.

#### Business Development, 2012-2014

- Grew a Kickstarter project into a viable company earning ~\$1M in first year revenue.
- Secured partnerships with 14+ app devs to grow an API based platform.

## Education

University of Southern California – B.S. Business Administration, 2007-2011

The Complete 2020 Web Development Bootcamp - Udemy 2020

## Tools

- Product: HTML, CSS, JS, Jira, Miro, Sketch, Figma, Zeplin, Segment, Amplitude, Firebase
- Marketing: Autopilot, Intercom, Adobe Premiere, Wordpress, Zendesk, Google Analytics

## Interests

- Private Pilot License, ASEL - San Carlos Flight Center 2019
- Traveled to 31 countries. Lived in Israel and China - studied Hebrew and Mandarin. Competed on the USC road cycling team. Motorcyclist - Yamaha FZ-07. Co-founded Iron Mountain winery.