

# JUSTIN LOUIE

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*Product Manager, Engineer, and Entrepreneur with eleven years of experience developing and designing remarkable customer experiences. Leader that achieves value quickly by prioritizing high impact, easy-to-do Winning Moves. Helped to lead a bootstrapped startup to a successful exit.*

## PROFESSIONAL EXPERIENCE

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### **GIST, Chicago, IL**

*Head of Operations*

May 2018 – Present

- Responsible for Gist's pro forma, metrics, and performance
- Led product strategy and owned the product roadmap, working with clients and prospects to develop requirements
- Worked with investors to streamline communication and performance goals and expectations

### **PAYLINE DATA, Chicago, IL (acquired by Pineapple Payments, October 2017)**

*Head of Product, Senior Director of Technology*

October 2016 – April 2018

- Made the 2016 and 2017 Inc. 500 at Payline Data with \$4.9m in revenue and 1,866% 3-year growth in 2016
- Product Team Scrum Master, led concept, development, and launch of Payline I/O - integrated payments solution for B2B Software as a Service (SaaS) platforms
- Worked with key clients using the Jobs-to-be-Done framework to create customer focused product solutions
- Responsible for the lifecycle of Payline Data's product lines, including forecasting and P&L analysis

*Director of Technology*

October 2015 – October 2016

- Defined the company's product roadmap and strategy by collaborating with stakeholders
- Revamped Payline Data's product lines to streamline product offerings, increasing digital goods sold by 600% and average revenue per user by 15%
- Responsible for being Payline Data's payment facilitation expert and bringing strategic hires up-to-speed

*Product Manager*

October 2013 – October 2015

- Responsible for evangelizing and improving Payline Data's product lines with chargeback services and Customer Insights
- Collaborated with vendors to launch new products and services
- Managed SEO and SEM during company's transition to inside sales, growing organic leads by 361% in 2014 and 1,825% in 2015

### **GENERAL MOTORS, Milford, MI**

*Transmission Controls Engineer*

June 2007 – September 2013

- Product Development Team Chairperson: Shift Sequencing – review, critique, and approve team design changes
- Shift timing and scheduling algorithm owner for GM automatic transmissions
- Key contributor to the launch of the 7-speed dual clutch transmission by developing and deploying new controls software
- Member of the team that led the transition to model-based development for prototyping new transmission products, including the proof of concept for the 8-speed automatic transmission

## ACTIVITIES

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### **PAYLINE GIVING CHARITY BOARD, Chicago, IL**

*Member, Information Management Committee*

July 2016 – June 2017

### **PHI CHAPTER OF THETA TAU**

*Professional and Social Engineering Fraternity*

January 2004 – Present

## EDUCATION

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### **PURDUE UNIVERSITY – WEST LAFAYETTE, INDIANA**

Bachelor of Science in Electrical Engineering, May 2007

## SKILLS

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Proficient in English, Mandarin, Microsoft Word, PowerPoint, Excel and Adobe Photoshop