

Kevin Duque, MBA

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WORK EXPERIENCE

Senior Product Manager

(~1 year 3 months) Oct 2021 - Present

Bynder (Remote, Houston, TX, USA)

Currently accountable for two major product teams including vision, roadmap, cross-functional collaboration, development, and production releases for Capture (Upload, Download, Converters, Metadata Extraction, and more) and Migration & Onboarding tooling. Previously supported Platform Storage through first MVP production release.

- Gather requirements, lead prioritization, and communicate broadly throughout the organization
- Manage 2 engineering teams with backend engineers, frontend engineers, and UX
- Developed and pitched a single stack vision for core services within the Capture domain to reduce feature fragmentation, current engineering overhead, and migrate customers to our most modern services
- Implemented improvement to Bynder's upload API specific for FIFA to increase image upload speed by 20% for FIFA World Cup Qatar 2022
- Developed and pitched two directions for migration tooling that can accelerate customer migrations from Webdam (owned by Bynder)
- Implemented an asset service that makes the file transfer process an estimated 2-5x faster and less prone to error

Senior Staff Technical Program Manager, Advanced Analytics

(6 months) Apr 2021 – Oct 2021

Baker Hughes [Formerly GE Oil & Gas] (Houston, TX, USA)

Accountable for three early-stage machine learning products including vision, roadmap, cross-functional collaboration, development, and releases for [Drilling Hazard Prevention](#) (DHP), [Predictive Failure Analysis](#) (PFA), and Rate of Penetration (ROP). In addition, managed two analytics proof of concept engagements with Saudi Aramco (Saudi Arabia) and YPF (Argentina).

- Gathered requirements, led prioritization, managed budget, and communicated broadly throughout the organization
- Managed 3 engineering teams with backend engineers, frontend engineers, data scientists, and UX
- Developed and pitched vision for taking DHP from standalone to an Analytic-as-a-Service that would support real-time inputs from the field
- Implemented improved natural language processing methods for DHP to increase the amount of data that could be extracted from historical drilling reports for inputs into the ML model
- Implemented new data types in the DHP ML model to increase hazard prediction accuracy by 25% from validated dataset
- Presented DHP development progress to Equinor to ensure continued support and access to data needed for ML model development

Senior Product Manager & Product Manager

(2 years) Apr 2019 – Apr 2021

Accountable for vision, roadmap, development, cross-functional collaboration, and releases for BakerHughes.com. In addition, managed the enterprise implementation and operations for a portfolio of marketing tech including: [Bynder](#), [Bizzabo](#), [Demandbase](#), [6sense](#), and [Semrush](#).

- Gathered requirements, led prioritization, managed budget, and communicated broadly throughout the organization
- Managed an engineering team with backend engineers, frontend engineers, SEO/analytics specialists, and UX
- Developed and pitched long-term vision to take BakerHughes.com from brand launch, to localization, to personalization
- Delivered MVP implementation of BakerHughes.com in a 4-month timeframe to launch the new Baker Hughes brand followed by 12+ production releases thereafter
- Implemented mobile first design to increase mobile adoption by 35% compared to previous site
- Implemented "Talk to an expert" CTA on product pages to drive multi-million new lead generation directly into Salesforce
- Implemented translations via Lingotek multi-language and retrofitted component design for Japanese and Russian

Commercial Leadership Program

(2 years 1 month) Mar 2017 – Apr 2019

General Electric [GE Oil & Gas] (Houston, TX, USA | London, UK)

The [Commercial Leadership Program](#) (CLP) is a 24-month intensive training program designed to produce future leaders in GE and its respective portfolio companies. Assigned to GE Oil & Gas (now known as Baker Hughes). **Awards:** (2x) *Deliver results in an uncertain world* – awarded and presented during GE's global training summit in Shanghai, China.

Analyst

(9 months) Jun 2016 – Feb 2017

Brook Venture Partners (Wakefield, MA, USA)

Brook Venture Partners is a Boston-based venture capital firm that acquires growth stage companies. As an Analyst, I led due diligence for the acquisition of [Cole Information](#) and assisted with the due diligence related to the bolt-on acquisition of [DSM Computing Solutions](#).

EDUCATION

Full-Stack Software Engineering Certificate | *Thinkful*

2022

Master of Business Administration, Management | *Van Loan Graduate School at Endicott College*

2016

Bachelor of Science in Business Administration, Finance | *Curtis L. Gerrish School of Business at Endicott College*

2015