

Kyle Wendling

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EXPERIENCE

SVP, Product / GIMBAL, INC

2019 - 2020 - Los Angeles, CA

Grew and led a team of PMs, owning roadmaps and driving innovation across multiple product lines for location, ad-tech, audience, media, and SaaS, iOS/Android location SDKs (~50mm MAUs), and hardware beacons. Within the first 90 days, built and shipped location analytics platform '[Trends](#)'. Within 6 months, we launched a suite of audience products and increased overall revenue 20%+ YoY in 2019.

In addition to core product duties, founded Gimbal's data-science team, represented 'Product' at board meetings, QBRs, and client events. Led compliance (CCPA), represented Gimbal @ industry groups, conducted M&A evaluation, and led new partnerships with TapAd and ClearChannel.

Head of Product, Attribution / FOURSQUARE

2017 - 2019 - NY, NY

Owed and executed the product roadmap for [Foursquare Attribution](#), "the industry's leading offline attribution solution for foot traffic". Redesigned SaaS UX/UI and relaunched platform in first 90 days. Expanded Attribution's suite of machine-learning derived analytics, including a patent pending ML-based recommendations systems and lift models. Managed holistic SDLC and GTM for new linear-TV, radio, and OOH product lines.

Sourced and managed multimillion-dollar partnerships with ad-tech, loc-tech, and media partners including Twitter, LiveRamp, TheTradeDesk, iHeartRadio, and Vizio.

Business Product Owner / MEDIARADAR

2014 - 2017 - NY, NY

Owened products for [multiple lines of business](#) including martech analytics for programmatic, mobile, digital video, OTT, linear TV, and native advertising. Launched new B2B SaaS lines of business for native, linear TV, and event marketing sales enablement analytics. Over 3 years, created dozens of SaaS products, increasing overall ACV 200% and culminating in a successful equity exit event.

Founder, CEO / 321SPEAK

2010 - 2014 - Boulder, CO

Founded [321Speak](#), we built the best language learning apps for iOS, Android, and the web. Grew and managed a global mobile dev and SME content team. Within the first year, 321Speak apps reached over 1 million installs on iOS, with 250k+ MAUs, and held the #1 spot in the Apple App Store for 'Education'

RECENT PUBLICATIONS

"Foursquare is expanding its Attribution Solution to be able to measure OOH Ads,"
[Mobile Marketing Magazine](#), 2019

"Connecting the Small Screen with the Real World,"
[Foursquare Intersections](#), 2019

Ref. "iHeartMedia, Jelli and Foursquare ... Launch Attribution Product,"
[Martech Series](#), 2019

Ref. "Gimbal Hires Kyle Wendling as SVP of Product"
[Newswire](#), 2020

EDUCATION

University of Colorado,
M.S., Engineering,
Telecommunications

CU, Leeds School of Business,
B.S., Management

TECH COMMUNITY

MMA & IAB & OAAA -
Privacy/Compliance/Ad-tech
Working Groups,
Brand Innovators - Speaker,
ProductGroup - PM Mentor

TECH + SKILLS

Agile SDLC, go-to-market,
data-pipelines, machine learning,
SaaS / DaaS growth, sales
training, marketing, UX / UI
design, ad-tech, location, fin-tech