

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, shipped location analytics platform '[Trends](#)', within 6 months, launched a suite of audience products, increasing revenue 20%+ YoY.

In addition to the core mandate, founded our data-science team, represented 'product' at board meetings, QBRs, and client events, led CCPA compliance, represented Gimbal in industry groups, M&A evaluation, and sourced new partnerships, including TapAd and CCO.

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 UX/UI and relaunched platform in first 90 days. Expanded Attribution's suite of machine-learning derived analytics, including patent pending ML-derived ad-tech recommendation systems and a novel ML lift model. Managed holistic SDLC and GTM for new linear-TV, radio, and OOH product lines.

Sourced, owned, and managed multimillion-dollar 3P measurement, data, and ad-tech partnerships with ad-tech, loc-tech, and media partners including Twitter, LiveRamp, TheTradeDesk, iHeartRadio, Neustar, and Vizio.

Business Product Owner / MEDIARADAR

2014 - 2017 - NY, NY

Owned 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, Leads School of Business,
B.S., Management

TECH COMMUNITY

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

TECH + SKILLS

Roadmaps, Agile SDLC, GTM,
scaling, data-pipelines, modeling,
practical machine learning, SaaS /
DaaS growth, training, product
marketing, UX / UI, mentoring