**LERON MEIR GIL**

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# EXPERIENCE

**IBM**

***Product Manager*** Jan 2019 – Present

* First product manager brought on with the goal of bridging the gap between community and Quantum Computing by including user feedback into the product roadmap.
* Leading an agile process to make our open source SDK scalable, transparent and modular in order to grow our userbase to 100,000 monthly active users.

***Product Manager*** Jan 2018 – Jan 2019

* Oversaw IBM’s Developer Community platform throughout its entire product lifecycle, from ideation to execution, which saw a growth of 100,000 users and generated a ROI of $1.4M.
* Aligned the goals of the community with the overall business objectives by focusing on key KPIs including developer activation, discussion engagement and referral traffic.
* Worked cross-functionally with design, engineering, marketing and analyst teams to optimize the community platform from its user experience all the way up to the marketing campaigns that drive user adoption.
* Managed and mentored a team of Community Managers in understanding the key concepts of building a community and understanding the developer persona.
* Prioritized the development of open-source sample applications using Watson APIs for developers and B2B clients interested in natural language understanding, computer vision and conversational assistants.

***Associate Product Manager*** Jan 2017 – Jan 2018

* Decreased customer acquisition cost 22% by partnering with an eCommerce platform, Magento; managed implementation and adoption strategy for development of platform connector.
* Increased conversion to customer rate 60% by simplifying the end-to-end data process and identifying strategic partners for a new eCommerce product.
* Conducted user interviews to translate pain points into a prioritized feature list; validated assumptions using metrics such as net promoter score and feature usage rate.

**Hitachi Federal Consulting** Aug 2016 – Jan 2017

***Data Developer***

* Worked in the development lifecycle to create a secure and reliable platform for 10M users, hosting 8+ years of government data; created data adapters using Scala to manipulate ingested data fields.
* Ran Linux scripts to securely transfer terabytes of data and created inventory reports; presented the inventory reports to clients for audit and review.

**xTeros**

***Product Manager*** *(former intern)* May 2015 – Sept 2015

* Worked with a 7-person development team and 2-person design team to create a health risk assessment tool; built the UX design by wire-framing concepts, user testing and analyzing competitor sites.
* Increased monthly unique visits 30% by establishing an effective marketing campaign. Created marketing collateral using Sketch, identified SEO key words and established partnerships with local insurance companies.

# PROJECTS

* + **iPhone EZfix**: Founded an electronic repair service specializing in cell phones, tablets, watches and laptops, generating $10,000 per year over the course of 5 years.
  + **Clickerstamps**: Created a device that combines a tally counter and a self-inking stamp to automatically count each pressed stamp. Patent Pending.

# EDUCATION

**UNIVERSITY OF MARYLAND** College Park, MD

*BS in Economics; Minor in Tech Entrepreneurship* 2012 – 2016

* **Honors**: Hinman CEOs Honors Program (Two Year Startup Incubator)
* **Skills:** Scala (basic), Python (basic), HTML, CSS, VBA/Excel, Sketch, InDesign, Design Thinking, Qualitative and Quantitative Research Methodologies (ethnographies, focus groups, surveys, etc.), Apple enthusiast