MARK SHELTON

Email: mark@shelton.id.au
Phone: +1 650 382 7789

EXPERIENCE

Product Manager II at Microsoft [2019-now] - Consumer, Edge Browser

Product Manager for Edge Shopping [2020-now]

- Led the development of Edge Shopping from **pre-launch to 50 million monthly active users**, USD 3billion savings, and USD XX million revenue. Achieved growth of +100% YoY for the past two years by personally leading Edge Shopping's product roadmap and features like cashback and price comparison.
- **Coordinates partnerships** with Microsoft Shopping, Wallet, Ads and Rewards. Winner of Microsoft Ads Engineering – FY23 Q2 Greatness Award for contribution to international **advertising revenue growth.**
- **Manages a data analytics team** (2 FTE) responsible for KPIs, dashboards and forecasts for Edge Shopping. Created a 5-year growth plan with Business Planning, projecting USD XXX million revenue in FY27.

Product Manager for Edge Content Understanding Platform [2022-now]

- Responsible for the development of **machine learning systems** used for client-side page classification & entity extraction, primarily used by Edge Shopping features. Delivered an end-to-end training & validation pipeline that leverages online & offline quality signals to automatically trigger re-training.

Other achievements & responsibilities

- **Subject matter expert in experimentation & privacy** for Microsoft Edge team. Ranked #1 in experiments (~200) & privacy reviews run by any member of the team. Established the Edge Consumer privacy champ & experimentation champ programs and hosts weekly experimentation office hours.
- **Mentors junior product managers** in the Edge Consumer & Microsoft Shopping teams, resulting in improved productivity, higher quality deliverables, and increased team morale.

Co-Founder & CEO of Bloom [2013-17]
Bloom is a startup incubator for young entrepreneurs.
- Led a team of 50 staff and volunteers running educational programs & a startup accelerator.
- Ran 200 workshops attended by 5,000 people and coworking space for 100+ founders.
- Raised funds from corporate partners and managed a budget of $200,000.

PROJECTS

Thickshake, Historical Image Classification System
Software Engineer at the Pawsey Supercomputing Centre
- Thickshake uses machine learning and image processing to augment photo archives.
- Developed OldPerth, a map-based visualization website for Thickshake data.

AutoVC, Automated Venture Capital Screening System
- AutoVC applies machine learning to public data sources to predict successful startups.
- Winner of the WAITTA Peter Fillery Prize & Finalist for the AIIA iAward (Nation-wide).

COMMUNITY

Computer Science Teaching Assistant at Stanford University - data structures, algorithms.
Organizer & Speaker at **UWA Functional Programming Meetup** - Haskell, Rust.
Founding Board Member at **StartupWA** - peak advocacy body for local startup / tech industry.

EDUCATION

Stanford University - *MS Management Science & Engineering - 4.05/4.00*
- General Sir John Monash Scholarship, prestigious full-ride scholarship.
- Select courses: Programming Languages (A+), Intelligent Growth in Startups (A+).

The University of Western Australia - *BPhil (Hons) Computer Science - 4.00/4.00*
- UWA Fogarty Foundation Scholarship, prestigious full-ride scholarship.
- Worked at **Boston Consulting Group** (Strategy) & **Goldman Sachs** (Investment Banking).