



# MASON HIPPI

CEO, CTO, HEAD OF PRODUCT

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## ABOUT ME

### A proven leader with a passion for building amazing products.

12+ years of experience driving growth in software companies by building teams with a product-first culture, deeply understanding and serving the customer, and uncovering unique and profitable market opportunities.

## CORE SKILLS

Strategic Vision & Leadership  
Market Research/Analysis  
Remote-Team Management  
Conversion Optimization  
UX/UI Design  
Voice-of-Customer Metrics  
Data Analytics

## EDUCATION

### Materials Engineering

Drexel University, 2003– 2006  
Philadelphia, PA

## TECHNICAL EXPERTISE

### Product Design

InVision, Figma, Adobe XD,  
Sketch

### Full-Stack Javascript

Node, GraphQL, React,  
Angular, more..

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## PROFESSIONAL EXPERIENCE

### Spotwalk CTO + Head of Product

**2016 - present**

Conceptualized, designed, and developed Spotwalk's entire software stack including the mobile app, API, server infrastructure, and internal operations tools. Planned and executed all marketing and growth initiatives.

- Directed product design and vision using customer feedback and in-depth market analysis, increasing revenue by > 10x over 3 years
- Launched operations in multiple cities including marketing, hiring, and implementation of management processes for remote teams
- Expanded the team from 2 to over 20 people and created a robust company culture and mission to maintain cohesion
- Optimized all core user metrics: reduced churn and CAC while increasing customer LTV, retention, and referral rates.

### SmartCTR.com Founder

**2015 - 2016**

Created and launched a software platform to automatically optimize click-through rates for user interfaces and conversion elements using a custom multi-armed bandit algorithm. Successfully installed and ran multiple pilot programs creating >15% conversion lift before shutting down in 2016 due to other opportunities.

### Medialoot Co-Founder + CEO

**2010 - 2015**

Founded the industry's first design asset subscription service (e.g. Envato Elements or CreativeMarket Pro). Designed, developed and marketed the service, growing to thousands of design assets and hundreds of thousands of users.

- Used email newsletters to drive subscription signups, growing multiple newsletters to over 30k subscribers by giving away free designs.
- Acquired a competing website (wegraphics.net) and rebranded and launched as we.graphics, a "Designer Cooperative"
- Launched countless marketing initiatives, including information products and microsites, driving millions of pageviews and reaching #1 multiple times on ProductHunt, HackerNews, Designer-News, and other socially ranked websites

## TECHNICAL EXPERTISE (continued)

### Other Languages

PHP, Ruby, Golang,  
CSS/HTML

### Database Management

MySQL, Postgres, Redis,  
more

### People Management

Slack, Notion, GitBook,  
Trello, Asana, Jira,  
Basecamp, more

### Marketing/Analytics

Optimizely, Google  
Analytics, Google Adwords,  
SEO, Intercom, more

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## HOBBIES

Mountain Things  
(rock climbing, biking,  
snowboarding,  
backpacking)  
CrossFit & Other Fitness  
Overwatch/StarCraft  
Reading Sci-Fi + Philosophy

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## EXPERIENCE (continued)

### Xda-Developers.com Shareholder + Consultant

**active 2010-2011**

Joined and assisted a group of investors in acquiring, overhauling, and monetizing a heavily trafficked mobile software development forum.

- Hired and worked with the initial system administrator to improve site speed and reliability; fixing regular site downtime in the face of sustained pageviews in the millions/day on an old PHP application.
- Helped overhaul the site theme, logo, and advertising.
- Worked with technical staff to improve URL rewriting and SEO of forums
- Helped grow advertising revenue from \$180k/yr to over \$5MM yearly

### Freelancefolder.com Owner + Editor-in-Chief

**2008-2011**

Acquired and overhauled an early blog for freelancers. Grew traffic from 1k visits/month to ~40k/mo, released multiple products and grew readership to over 300k monthly subscribers at peak. Sold after 4 years for a 15x multiple of original cost.

- Managed all financials and acquisition/sale of site.
- Hired and trained writers and editors, published on a steady 5x/wk schedule
- Wrote 1-3 articles per week generating significant commentary and engagement, often landing on the first page of digg, reddit, and similar sites.
- Managed complete SEO project to grow organic traffic and create topics of interest for authors.

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## OTHER NOTABLE PROJECTS

### CrossFit Rittenhouse (gym)

Philadelphia, PA, 2014 - 2016

Contributed seed capital and helped open the third CrossFit affiliate in Philadelphia. Handled financing, created the brand, and was responsible for all marketing efforts. Coached and led classes for several months. Sold in January 2017.

### The Unlimited Freelancer (book)

Published 2008

Wrote, self-published, and marketed an ebook and paperback with sales of over \$50,000 and recognized as one of "The Best Books for Freelancers" by Envato Tuts+

### Glyphs Company (glyphs.co)

Published 2016

Designed and built a dynamic icon embedding service using customizable SVG icons, like fontawesome but with multiple icon sets, custom colors, and custom stroke weights. Created a viral signup campaign and grew to over 7000 free users.