Mayur Jobanputra – Product Manager / Entrepreneur / Startup Advisor

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Career Experience

Product Manager, Founder at Startup Venture Studio   **2021 – Present**

Designed and Built multiple startups over a 24 month period to test product hypotheses. Highlights:

- For a Twitter Bookmark app, recruited a Developer and Designer to design, build and launch an MVP.
  - Managed planning and execution of the roadmap for five releases over two months.
  - Set up and managed 100+ Twitter ads, resulting in 6.7M impressions, and 7K+ clicks at CA$0.08 CPC.
- For a CPO Marketplace, built a cross-functional team of PMs, Engineers, and Designers
  - Built a community of 200+ Product Managers in ~30 days
  - Recruited and led a team to build a POC, email list, community server and website
  - Created an onboarding chatbot generating 94 leads in 15 days using Landbot.
- For a Journaling app, designed, built and launched an MVP acquiring several users organically.
- For an AI Calorie Tracker app, interviewed supply-side to validate friction points, driving the concept for a voice-powered system to enhance food and medication tracking for practitioners and clients.

Digital Marketing Agency Founder (Web Development)   **2000 – Present**

- For pilsc.org, achieved 175k pageviews from launch over an 18 month period
- Designed and built 100+ websites for various clients across multiple verticals
- Designed, built and sold licenses for a custom-built Content Management System in ASP/SQL
- Recruited, trained and managed multiple teams of Developers and Designers as needed for larger projects
- Designed, built, and managed a Personals matchmaking website built with ASP/SQL

EiR (Entrepreneur in Residence) at NEAR Protocol (Web3)   **Jan 2022 – Mar 2022**

- Designed Product-Management-as-service to improve product practices for software development teams
- Recruited 10+ Designers, Developers, and Product leads into the NEAR ecosystem

Product Manager BlockbusterDAO and RocketBUSD (Web 3.0 Startups)   **Nov 2021 – Jan 2022**

- Setup communication and team infrastructure for core team members in a 10k+ Discord community
- Scouted and on-boarded a Project and Community Manager
- Provided 0-1 Product Leadership and roadmap guidance to Executive team

Technical Product Manager at Kater (Ride-sharing Startup)   **2019 – 2020**

- Owned requirements for 20+ releases to B2C and B2B users for a ride-sharing startup
- Improved Test/Behaviour Driven Development efforts to increase velocity and product quality
- Mentored a team of 8 transitioning from QA to feature owners
- Recruited 3 employees from Lighthouse Labs for Engineering and Product roles
- Documented a complex SAAS app reducing New Developer onboarding time by 50%
- Led a Scientific Research and Experimental Development (SR&ED) tax rebate project, consolidating 3k+ tickets out in Jira and Trello, which facilitated a government rebate of over $250,000 for R&D activities

Release Engineer

- Eliminated failed releases, saving $200k annually by re-designing release planning and installs
- Built and managed 40+ Windows servers in a VM ESX Environment for QA and Staging.
- Significant contributor in transforming release and deployment into a model used across Whistler Resorts
- Maintained nAnt and Installshield releases and Subversion source code repositories for 30+ Engineering team
- Gained key knowledge of F5 Load balancer, firewalls, and other key web commerce components
- Performed business-critical installation of multi-million dollar banking portal for Mexico's largest bank

Technical Writer

- Documented and implemented company processes and marketing for a video broadcasting startup
- Supported Product installation and training documents, and co-wrote a patent application for video broadcasting.
- Reduced Help Desk workload by 50% as a result of designing and implementing a Document Management System.

Web Developer / Engineer

- Designed and built an ASP/Access DB Document Management System for tracking web page approval process
- Wrote a detailed business case for a Document Management System (Documentum)
- Designed, built and published a large Intranet documentation web site (>500 links).

Quality Assurance

- Developed Test plans and procedures to streamline testing methods.
- Designed internal QA website to implement standardization of procedures and testing methodology.
- Wrote test plans and Visual Basic test scripts as system, report and user tester.

Education

Bachelor's Degree: Business degree from Simon Fraser University

Courses, Workshops & Certificates: PCA Accelerator with Alex Rechevskiy • AI/ML for PMs • Digital Product Management - Fundamentals • Product Masterclass - How to Build your Product Career • Product Masterclass: How to Build Digital Products • Product Management First Steps

Volunteer Work

Product Manager at Blockaday (Web 3.0 EdTech)   **Jan 2022 - Mar 2022**

Helped UBC students define and validate a compelling solution for their target audience - students wanting to get into web3 - using Product Management disciplines and insights.

References

See LinkedIn: https://www.linkedin.com/in/mayurjobanputra