

Justen Fox
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Experience

CURRENT

fox
digital
labs

OWNER & OPERATOR

Fox Digital Labs, LLC

A digital consulting enterprise working to assist organizations with product leadership and software engineering management. Specializing in meeting with org leaders to understand vision and refine strategy, while also working directly within departments to organize and improve process and workflows.

2020

RUN
FOR...

DIRECTOR OF PRODUCT & TECHNOLOGY

Run For Something PAC

Development and management of all public and internal facing software applications and tools:

- Internal Tracking Tools - Custom CRM software to manage interactions and progress of endorseed candidates
- Funnel and Pipeline Tools - Working with staff to capture and track Adding additional features to custom CRM to manage candidate status throughout our proprietary endorsement pipeline
- Public facing websites - Lead software developer of all web properties

2018

**SR. PRODUCT MANAGER***Bankrate*

Roving PM assigned to special projects — primarily ones horizontally placed within a company that is organized by its verticals:

- Display Ads - Worked across teams to lead launch of Sonobi header bidding product, helping produce ~60% YoY increase in programmatic eCPM
- Native Ads - Led engineering and operations efforts to implement custom built and vendor specific (Sharethrough) native ad sizes, resulting in 100% increase in available inventory on article pages
- HTTPS - Worked as project co-lead, partnering with Engineering to transition bankrate.com to HTTPS
- Infrastructure - PM for small engineering team in charge of migrating key data service from legacy code and infrastructure to a modern, cloud-hosted solution
- Data Science - Product lead for DS team working to model, train, and automatically update internal pricing service based on time series forecasting methods

2016

**SR. PRODUCT MANAGER***Vox Media Inc*

Product Manager of *Hymnal*, a platform for creating and managing custom ad campaigns. Also responsible for working with the (page speed) performance team to improve the user experience + performance of display ad products. In February 2016, I spoke in front of industry senior executives at DCN Next:Summit (Miami) about the rise of ad blocking and the importance for publishers to prioritize the overall user experience of their sites. A summary of that conference & appearance is available at digitalcontentnext.org.

2015

**DIRECTOR OF PRODUCT & ENGINEERING***The New Republic*

Product lead and engineering manager for almost three years, managing a 100-year-old magazine's transition into a modern web publishing. Highlights of projects built and/or produced:

- Two major redesigns + Drupal rewrites
- Significant web performance & UX improvements
- A unique WordPress image uploader tool built inside Drupal
- Overhaul of entire ad-operations / DFP stack
- Editorial shortcodes for Drupal integration
- Special feature article and project templates

2012

**MARKETING PRODUCER***MLB Advanced Media*

Hybrid role of Project Manager, Web Producer, and Front-End Developer for MLB.com and its club sites (e.g. Reds, Indians, Mets).

2011

**DIRECTOR OF DIGITAL MEDIA***Tampa Bay Lightning*

Built digital media department from the ground up; managing, reporting, editing, and producing original written + video content while also leading all product and department initiatives. Upon leaving, TBL filled the responsibilities of my duties with the following five full-time positions (i.e., I was doing all of these):

- Director of Digital Media, Web Editor, Product Manager
- Lead Developer / Web Manager
- Social Media Editor

- Video Producer / Editor
- Web Producer / Coordinator

2009



TECHNICAL PRODUCER

New York Times Regional Media Group

Front-end & co-lead developer that redesigned and integrated 15 regional newspaper websites into a centralized codebase and CMS infrastructure.

Education

1999



MAJOR IN HISTORY AND AMERICAN STUDIES

Florida State University

Club President & Team Captain - FSU Hockey Club, 1996-97;
 Chairperson - Sports Club Council, 1998;
 Vice-chairperson - Sports Club Council, 1997;
 Youth hockey coach, 1997-2000

Other Notables

- Web Developer - *Human Impacts Institute* (2017-current)
- Web Developer - *War On The Rocks* (2016-current)
- Web Developer - *Baseball Prospectus* (2016-current)

Profiles & Such

- twitter.com/oiler
- atoiler.tumblr.com
- github.com/oiler
- [instagram.com/oiler](https://www.instagram.com/oiler)
- [imdb.com casting](https://www.imdb.com/name/nm0000000/)
- [imdb.com producing](https://www.imdb.com/name/nm0000000/)
- medium.com/@oiler

- Web Developer - *Time.com* (2012)
 - Member - *ONA, IRE*
 - Attendee - *NICAR* (2014, 2015, 2016)
 - Seminar Graduate - *Poynter, Building News Apps* (2012)
 - Board Member - *Creative Tampa Bay* (2008-10)
 - Founding Co-Chair - *Emerge Tampa Bay* (2004-08)
 - Previous roles in: journalism (New York Times Student Journalism Institute), politics (Alex Sink for CFO), marketing (HCP & Associates), television (Home Shopping Network), and film (Grant Wilfley Casting)
- about.me/justenfox
 - facebook.com/justenfox
 - foursquare.com/oiler
 - spotify.com/user/oiler2
 - plus.google.com/+justenfox
 - linkedin.com/in/justenfox