Shimon Rura

Cambridge, MA
shimon@rura.org
http://rura.org/shimon

Summary: Entrepreneurial product & engineering leader with track record of shipping and growing new software products. Experience in consumer web and health tech.

Employment

Product Management Consultant and Advisor, August 2016–present.   Assist clients with product roadmap development, team formation, marketing, and product strategy. Advise early-stage startups on initial product development and growth.

CTO, Happie, May 2015–August 2016.   Led engineering for recruitment funnel automation product. Hired and managed full-time and outsourced engineering and design staff. Took product from rough prototype to public launch, revenue, and thousands of users.

Sr. Product Manager and Director, Open Research Exchange, PatientsLikeMe, December 2012–May 2015.   Managed a cross-functional staff of 10 FTEs in designing, developing, and bringing to market a novel research platform integrated with the PatientsLikeMe patient community. Open Research Exchange (ORE), funded by the Robert Wood Johnson Foundation, enables researchers to develop health outcome measures based on patient-reported data. In addition to leading the product team, I developed a world-class scientific advisory board, spoke at conferences about novel approaches in Patient-Reported Outcomes, secured over $3M in funding for the project, and supported our commercial measure development offerings.

Director of Product Management, Smarterer, August 2011–December 2012.   Responsible for developing and communicating product vision, defining and prioritizing features, tracking performance metrics, running user research, and helping management, dev, and design teams work together smoothly. Smarterer was acquired by Pluralsight for $75M.

Co-founder, NodeRabbit, Inc., August 2010–August 2011.   Built DjangoZoom, a Platform-as-a-Service for web applications using the open source Django framework. While bootstrapped, we developed a technically complex product, built a following in the Django community, gathered a substantial waiting list, and brought in subscription revenue.

Freelance Software Developer (self-employed), June 2008–March 2011.   Shipped dozens of customer projects, from prototypes to flagship products. Example: CloudLock, a security and usage analytics tool for Google Docs (acquired by Cisco in 2016 for $293M). CloudLock grew from a skunkworks project to promising revenue over 3 part-time months, and with me as the sole technical contributor, leading the company to pivot and focus exclusively on this product. Tools/languages include Python, Django, Google AppEngine, PostgreSQL, and Twisted.

Board of Directors, Photo.net, May 2006–April 2007.   Starting with a business that was in debt and stagnating due to years of management neglect, the new board and CEO revived this community site (then 5M monthly uniques). Improvements led to a successful acquisition in April 2007 by NameMedia, Inc.

Member of Technical Staff, Renesys Corp., October 2005–May 2008. Tech lead on a personalized social chat application; front-end engineer on Internet transit market intelligence application. Renesys was acquired by Dyn in 2014.

Software Engineer, Kronos, Inc., August 2003–October 2005. Worked on Kronos HR/Payroll and Workforce Scheduler.

Education

Williams College, Sep 1999—Jun 2003. B.A., Computer Science. Senior honors thesis on Refactoring Aspect-Oriented Software.

Skills

Product Design & Research. Ethnographic interviews, usability testing, wireframing (paper, Balsamiq). Market sizing. Experimental measurement of value and commitment.

Analytics. Quantitative and qualitative goal-setting and evaluation. A/B testing. Google Analytics, Mixpanel.

Business & General Management. Hiring and management of product managers, engineers, and designers. Product-level P&L, B2B sales.

Project Management. Kanban and agile development styles. Roadmapping.

Software Development. Python, Javascript, SQL, Git, HTML, CSS, Google AppEngine, Emacs, TDD.

Activities & Achievements

- Mentored students in MIT course 6.171, Software Engineering for Internet Applications, February–May 2006. Co-taught a 3-day intensive course on relational databases at MIT IAP, January 2011 and January 2012.

- Lead organizer of BarCamp Boston, an unconference for local techies.

- Created the Voo2do task management system (http://voo2do.com), a free online task tracker designed to be easy and fun to use. Over 150,000 registered users. 2005–2010.

References

References will be provided on request.