

Sam Green

samsfgreen@gmail.com | www.linkedin.com/in/samsfgreen | +44 75 1575 8813 | www.samsfgreen.com

Experience

Cofounder & Head of Product, Turinglab, 2015 – Present

- Bootstrapped company to over £1m in revenue and teaching over 125,000 kids to code
- Recruited and managed over 12 people - including 6-person engineering, design and operations team
- Managed £500k projects keeping multiple government clients, partners and teams aligned and executing
- Led products reaching up to 80,000 users, 220,000 hours of use and 16m page views monthly
- Achieved 7% weekly user growth over initial 6 months after launching a new freemium B2C product
- Product lead on Amazon's Covid-19 response for CS Educators - reaching 600 schools and 45,000 kids
- Delivered product internationalisation (Arabic) working with partners across Europe, Oman and the US
- Ran 10+ hackathons, trained 50+ engineers from Accenture and Net-a-Porter - even taught King Charles III
- Achieved 80% completion rates and NPS of 40+ in near zero margin for error, highly political, environment
- Set KPIs and built live data dashboards (hotjar, mixpanel, GA, proprietary tools) to track product success
- Worked in cross-functional teams of engineers, researchers, designers, legal, policy etc to launch at scale
- Designed and led several international user studies to understand and navigate product decisions

Design Consultant, Catalyst Climbing, 2021

- Ran design sprints with top GB athletes - helped create mockups and prototypes for a new training app

Codelab Director, Imperial College London, 2016 – 2018

- Influenced senior stakeholders to set up and support a new initiative to increase diversity in Computing
- Raised £165,000 for 18-month project roadmap and oversaw day-to-day delivery
- Recruited and led 3-person team, 84 student and PhD mentors
- Exceeded KPI's reaching 1,646 diverse students across 15,000 hours - over 90% continued programming

Software Engineer, ProQuo AI, 2015

- Built machine learning tool to analyse open-ended survey responses with aspect-based sentiment analysis

Program Associate, Entrepreneur First, 2014

- Early employee working with founders converting talent into startups - secured £2 million in-kind support

Architectural Assistant, Alison Brooks Architects, 2013

- Improved efficiency and efficacy of the bid writing process while working as a designer on several projects

Education

Computer Science, MSc | Imperial College London | 2014 - 2015 | Distinction

- Thesis: Visualising Deep Neural Networks - improving researcher workflow using dimensionality reduction

Architecture, BA & MA | University of Cambridge | 2010 - 2013 | Jesus College Scholarship

- Thesis: Adding Value through Design - exploring Design Quality Indicators ability to measure design impact

Skills and Interests

Soft Skills – Vision, Strategy, Leadership, Planning, Execution, Customer Insights, Communication, Collaboration

Programming – Python, Javascript, SQL, HTML, CSS. Plus React, Node, Mongo, Pandas, Numpy and more

Tools – MS Office, Adobe Creative Suite, Figma. Plus Agile, Scrum, Design Sprint methodologies

Interests – Rock Climbing, Education, Startups, Swimming, Running, Guitar, Architecture and much more