

STUART FREDERICH-SMITH

310-963-3073 | stuart78@gmail.com | frederich-smith.com

PROFESSIONAL EXPERIENCE

SLEEPY GIANT ENTERTAINMENT

VP, Product Management (1/2009 - Present) Newport Beach, CA

Sleepy Giant licenses and extends an operations platform for online games.

- > Led 23 successful client launches over five years including Elder Scrolls Online, Disney Infinity and Skylanders Universe.
- > Sold the product and services into major publishers and studios leading to \$30m in license and professional services revenue.
- > Built the Product organization, defining process and structure for a team of 10 Product and Project Managers. Owned group P&L.
- > Product owner for two generations of the operational platform supporting over 15m accounts across titles. Includes account management, analytics and commerce for mobile, PC and web.
- > Built SQL reporting and analytics toolset for game teams. The resulting analysis supported each game's economy balance and profitability.

CHAMPIONSHIP GAMING SERIES (DIRECTV)

Director of Product Development (1/2008 - 12/2008) Marina Del Rey, CA

CGS was an international professional gaming league created by News Corp satellite ventures.

- > Owned the web roadmap and led 10 person product, design and development team.
- > Built business analytics dashboards to provide organizational visibility into audience demographics and user behavior.
- > Designed "ProAm" tournament system used for online gaming competition, culminating in a live international World of Warcraft tournament streamed live to over 70,000 viewers.

EMOTIVE COMMUNICATIONS

Sr. Manager, Products (6/2007 - 12/2007) Encino, CA

Emotive was building a "push" ringtone product and global presences system for mobile.

- > Owned the roadmap for Skype plugin product and mobile push ringtone product.
- > Built a graph model of user base to understand product vitality and audience dynamics. This identified key community advocates who provided valuable product feedback.

INFOSPACE (VOLTARI)

Program Manager (8/2004 - 8/2007) Los Angeles, CA

Infospace Mobile, now Voltari, builds search technology and managed mobile web and commerce platforms for AT&T, Verizon, and Sprint.

- > Led a project evaluation team, writing high level responses to RFPs and evaluating project P&L. Pitched team recommendation to executive team in weekly meetings.
- > Ran ringtone production for American Idol. We released each night's major performances two hours after air date leading to an average of 100k nightly purchases.
- > Built stories, wireframes and roadmap for multi-channel video scheduling app and defined process for content ingestion and publication.

FREELANCE WEB & FILM PRODUCTION WORK

(7/2002 - 8/2004) New York, NY | Mexico City, MX | Los Angeles, CA

Projects include ExaFM, "Los Angeles Now"

HENNINGER EDITORIAL

Production Coordinator (7/2001 - 7/2002) New York, NY

- > Built a rental equipment checkout and contract builder in FileMaker Pro.
- > Managed equipment and facility rental process.

GUN FOR HIRE POST

Production Coordinator (7/2000 - 6/2001) New York, NY

- > Managed post production facility operations.
- > Scheduled theater, transfer facility and equipment rentals.

EDUCATION

University of Notre Dame

BA Film, Television & Theatre - 6/2000

SKILLS

Product

- > Product Strategy
- > User Research
- > Prototyping
- > Roadmap Development
- > Service Design
- > Financial Modeling
- > Business Model Generation
- > Product Flow Design

Technical

- > SQL
- > R (learning)
- > Python (learning)
- > HTML/CSS
- > Processing (Lang)
- > Sequence Diagraming
- > Integration Design

Design

- > UX Design
- > Data Visualization
- > Axure RP
- > Sketch (App)
- > Photoshop
- > Illustrator