# STUART FREDERICH-SMITH

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## SUMMARY

Analytical product leader with extensive knowledge of gaming and general online services. Strong belief in mentoring and leading cross-functional teams to do great work together. I am committed to iterative, evidence-based product development growth.

## FOCUS

### Product

I design, build and grow products. From ideation and validation to iteration, I make things that I am passionate about.

### Growth

From individual projects to enterprises, I seek, analyze and interpret data signal and promote growth.

### Leadership

I develop and support strong teams and collaborations through mentorship, dedication and principled negotiation.

## PROFESSIONAL EXPERIENCE

### SLEEPY GIANT ENTERTAINMENT

VP, Product Architecture (1/2009 - Present)

Over the last year I have built the second generation Platform As A Service product. OpsEngine provides a single point solution for accounts, economy management and gaming analytics. OpsEngine is currently used by multiple mobile and PC titles.

I have helped to grow the business from 12 to 100 and transition from a services to product-driven organization. A big part of this achievement was built by my business development efforts. One recent example is Zenimax Online's Elder Scrolls Online. They needed help building the game's Account Management, e-commerce and subscription software. I pitched our solution and services to executive and middle management. The launch was a success and the relationship continues to grow as the game passes 750,000 subscribers. In addition to Zenimax I sold into Activision, Disney, Ubisoft, THQ and many independent studios.

Disney Interactive had a vision for a connective service experience deployed with each of their Marvel games called Marvel XP. I worked with their producers to flesh out the ideas and design a product that would work on Facebook, iOS, Android and console. I built a working HTML prototype with

Axure RP. This exercise refined the product pitch and helped secure project funding. Once approved, our project scope increased to include full application development. MXP launched with Avengers Alliance on Facebook, reaching 1M+ monthly active users.

## CHAMPIONSHIP GAMING SERIES (DIRECTV)

### Dir. of Product Development  (1/2008 - 12/2008)

I joined CGS in its second year. We needed to build, understand and engage our user base. An early initiative was to redesign and focus the site. The new design provided access to deep league statistics and supported an aggressive content strategy.

CGS needed more visibility into its user base, so I built a set of dashboards in Crystal Reports and MySQL. With this data we better understood user profiles and engagement patters. This data proved useful to Marketing and our sponsorship partners.

I designed a tournament system for amateur real-money competition. The most successful application of this was a World of Warcraft tournament, streamed live to ~70,000 viewers.

## EMOTIVE COMMUNICATIONS

### Senior Manager, Products  (6/2007 - 12/2007)

I joined Emotive to manage the RingJacker product, a new product category in mobile. The entry point was a push-oriented ringtone (I control what you hear when I call you). The long-term vision was to build a rich presence system for networked mobile devices. As a proof of concept, we built on Skype's plugin platform. I built graph models to understand community dynamics and study vitality and adoption. The result of this inquiry helped me focus the roadmap and identify passionate community advocates.

## INFOSPACE (VOLTARI)

### Program Manager  (8/2006 - 6/2007)

In this role I evaluated new opportunities and drafted proposals where there was a potential fit. Each proposal estimated fit, budget and timeline. I presented my findings to executive management for final evaluation.

### Production Team Manager (8/2004 - 8/2006)

Infospace partnered with Sprint to launch a streaming video app for feature phones. I specified the channel scheduling tool. This web app allowed us to publish content with territorial restrictions and windowed availability. It provided a single interface for ingestion, decoration and scheduling.

## EDUCATION

University of Notre Dame
BA Film, Television & Theatre - 6/2000

## SKILLS

### Product

> Product Strategy
> Service Design
> Financial Modeling
> Business Model
  Generation
> Product Flow Design

### Technical Analysis

> Technical Analysis
> SQL
> HTML/CSS
> Processing Language
> Sequence Diagraming
> Integration Design

### Design

> UX Design
> Data Visualization
> Axure RP
> Sketch
> Photoshop
> Illustrator