Jesse Clark

Software Product Leader

Richmond, VA

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A passionate, mission-based product leader, with eight years of experience, who relies on his strong foundations in product marketing, software, security, and business administration to build high-impact, software teams, and to deliver customer focused products.

Recent Experience

Director-Product Development & Marketing — 02/18-Current
Explore Interactive

I lead product & digital marketing and the lean product development practice to deliver our STEM augmented reality mobile games to 3rd-6th-grade students. Since joining in February my team has delivered a brand kit, rebranded our landing page, launched the storefront, achieved > 100% growth on social media and received our first 25 pre-orders.

Senior Manager – Architecture & Tech Adv — 03/18-Current
Capital One

I am the technical product manager for our enterprise search platform, architecture tools, and co-lead our internal code re-use community. My focus is to advance a culture of designing, and engineering as one team through improved software discovery, shared architectural patterns and a simplified technology landscape.

Director-Software, GhostRed — 07/16-Present
GE Digital

Led market research, defined product & execution strategy, and raised funding to form mission-based software organization to connect smart-creatives with world-changing careers. Our $1MM organization designed and delivered 20 technology competitions in 12 months and hired 8 full-time employees.

Product Manager-API Management — 04/15-07/16
GE Digital

Marketed, engineered, and built a community of 250 engineers around GE's multi-million-dollar API management platform; positioned as GE's data-marketplace. Co-authored 5 authentication standards, and self-service offering to improve security, developer productivity, and to accelerate the adoption of service-oriented-architecture – projected >$1MM in savings to perpetuity.

Achievements

2016 | Deep Run HS Advisory Board

2015 | 2x RVATech Award Winner

2012-2016 | GE Volunteer site lead

2011-2016 | 4x Crotonville attendee

Education

B.S CompSci,

UMass Amherst

Masters, Business,

UNC Chapel Hill

Skills

People Leadership

Communication

Product Marketing

Product Mgmt

Agile

Strategy

HTML/CSS/JS

Python/Ruby

Java/C/C++

CI/CD

AWS

Solution Design

User Testing

Event Marketing

Digital Marketing

Google Analytics