

# Jesse Clark

Software Product Leader

Richmond, VA

 thedoorman

 jesseclark2

[jesseclark.io](http://jesseclark.io)

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



Senior Manager – Architecture & Tech Adv  
Capital One

03/18–Current

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-Product Development & Marketing  
Explore Interactive

02/18–09/18

Led product & digital marketing paired with lean product development to deliver our educational AR games for 3rd – 6th-grade students. During my time with *Explore!* we raised over \$100,000, saw >200% growth in social media engagement, and partnered with [HitPoint Studios](#) to launch the [Sneak Peek Kit](#)



Director-Software, GhostRed  
GE Digital

07/16–01/18

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  
GE Digital

04/15–07/16

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.

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## 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