

JIM GOODE

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PROFILE

- Experienced Product Manager with background in UI/UX Design, prototyping, web development, need-based feature management, and product and corporate marketing
- Thorough knowledge of B-to-C and B-to-B software development processes and procedures including source control, development team interaction, iterative design, QA programs, launch communications, and product release cycling
- Strong experience with authoring and editing product requirements documents (PRD), interaction design, marketing requirements documents (MRD), workflow diagrams, technical documents, user guides, and marketing literature
- In depth metrics and data analysis of key performance indicators (KPIs)
- Highly productive and self-motivated
- Proven leadership through example
- Exceptional written and verbal communication skills

PROFESSIONAL EXPERIENCE

Veoh Networks, Inc., San Diego, CA

4/2007 to present

Veoh quickly grew into one of the top 5 video sharing sites in the world and offers both long tail user generated content (UGC) as well as network television and movie content to over 25 million registered users. An innovative user targeting and recommendations engine enables advanced advertising targeting and video suggestions positioning Veoh as an industry leader in advertising revenue against UGC content

Senior Product Manager

Hired as a contractor and quickly brought on board as a permanent employee to round out an industry leading Product team. Author requirements documents for quick development cycles. Work closely with qa, development, marketing, and management to meet and report upon release goals and deadlines with emphasis on quality, stability, and user acquisition, retention, and engagement.

- Manage product features, design, and development through quick release cycles
- Author PRD and interaction design documentation and prototype designs
- Interface with executive team to develop features and functionality to meet all business objectives (marketing, advertising, partner relations, end user, internal programming systems)
- Collaborate with Metrics/Analytics teams to define KPIs and create reports
- Circulate status and weekly/semi-monthly/monthly product reports
- Monitor relevant business metrics including trending, spiking, and other KPIs
- Translated user and partner needs into relevant product features and enhancements
- Coordinated development, qa, and marketing efforts across regionally diverse teams located in Los Angeles and St Petersburg, RUS
- Solidified Partner Ingestion processes and simplified feed mechanisms to 99.7% accuracy rate
- Key Products:
 - Partner Ingestion and content management systems
 - Groups - user role-based collaborative video collections
 - 2008 Social Newsfeed - sitewide friend activity summarization
 - 2008 Homepage with featured, popular, and content summaries and account dashboard
 - 2007 Integrated Yahoo! Toolbar into VeohTV installer

Printable Technologies, Inc., San Diego, CA

5/2000 to 10/2006

Printable's innovative software extends direct-to-press printing capability for the digital and traditional

printing marketplace. Their digital workflow, CRM, web-to-print, and variable data printing solutions are used by dozens of fortune 500 companies to procure, re-order, custom order, and variable data print jobs online.

Senior Product Manager – Aug 2003 to Sept 2006

Develop MRD and PRD for internal tools, variable data printing tools, and cross-platform plug-in tools. Worked with engineering and marketing to bring conceptual prototype to production in short cycles. Further developed product enhancements and Software as a Service model for scalable B-to-B deployment.

- Worked with senior management to realize market value and revenue opportunities for product enhancements and new products
- Lead product design of need-based software enhancements
- Documented detailed feature goals and product needs
- Managed product announcements and marketing including email campaigning, online webinar, collateral development, and ongoing product communications
- Led conceptualization, prototype design, and html/css coding for “first of its kind” ASP and .NET application
- Collaborated with regionally diverse groups of engineers and senior architect to rapidly develop and deploy software and enhancements
- Served as the company-wide XHTML and CSS expert, offering expertise and knowledge to technical support, design, and engineering teams
- Designed and coded XHTML standards compliant Enterprise level online applications and modules
- Collaborated with cross-functional teams for product development, production, support, sales, and marketing
- Developed internal processes for design production team members to use and learn proprietary software tools and resources
- Developed training program and technical support teams for complex online variable data printing software
- Interfaced with client base as tier 3 technical support contact, analyzed design proficiencies and deficiencies and contributed to development of further product enhancements and specifications

Senior Designer and Marketing Manager – May 2000 to August 2003

Senior marketing designer for an emerging Web 1.0 technology company. Designed, coded, implemented, and maintained the public website, affiliate websites, and e-commerce tools. Designed and produced marcomm literature, signage, and advertising.

- Initiated design, production, and placement of advertising across a variety of periodicals
- Worked with management and business development teams on new product messaging and positioning goals
- Collaborated with consultant and ad agency content development and production teams
- Managed junior designer and visual messaging in conjunction with corporate messaging goals
- Coordinated various large trade show efforts including advertising, floor-space purchasing, drayage, booth design and graphics production, literature printing, and demo production and sales training
- Coordinated and produced creation of datasheets, white papers, and case studies for all products and product families

Found Image Press, San Diego, CA

3/1999 to 5/2000

A greeting card company specializing in vintage graphics production on note cards, calendars, posters, and advertising specialties. Their collection of public domain imagery is extensive, exceeding 40,000 images.

Graphic Designer and Production Artist

- Quickly designed, built, and managed the production of hundreds of product catalogs and marketing materials covering thousands of images

- Improved product speed to market and significantly increased sales revenues
- Designed, built, and maintained the public website
- Image scanning and photo touch-up for image archive
- Established color accurate printing workflow on Xerox devices

Captiva Software Corp/Wheb Systems, San Diego, CA 8/1997 to 3/1999

A document scanning and information processing software company, Captiva Software is the forerunner in OCR and ICR technology.

Graphic Designer and Forms Designer

- Designed, managed and maintained the public website
- Responsible for custom and high profile paper forms design for fortune 500 clients (ie. tax returns, loan forms, mail order catalog forms, etc.)
- Analyzed client forms for scanning system compatibility
- Streamlined in-house forms production with re-usable form elements
- Managed industry marketing collateral and newsletter

TECHNICAL SKILLS

Languages

HTML, XHTML, CSS, DHTML, XML, XSLT, mRSS, RSS, JavaScript, ECMAScript, ActionScript2, SQL, PHP

Application Servers

Microsoft IIS, Apache HTTP, WAMP

Software

Word, Excel, Powerpoint, Visio, Dreamweaver, Fireworks, VNC, Putty, TortoiseSVN, Stylus Studio, SQLYog, Flash, HomeSite, Photoshop, Illustrator, InDesign, Acrobat, Printable FusionPro, QuarkXPress, Visual Studio, Microsoft FrontPage, BradSoft TopStyle, Novamind, Lyris ListManager, SnagIt, Picasa, Firebug, Charles, WSftp, GoToMeeting, FileMaker Pro, Blue Hornet, Email2DB

EDUCATION

Pragmatic Marketing, Inc.

11/2005 - Certified PMC

UCSD Extension

8/04 to 9/04 - JavaScript I

San Diego Career Development Ctr.

8/03 to 12/03 - Flash and ActionScript courses/seminars

California College of Art, Oakland/San Francisco, CA

1/93 to 5/96 - Bachelor of Fine Arts, Individualized Major, High Distinction

University of California, Los Angeles

1/90 to 12/92 - Design Major

Platt College, San Diego, CA

6/91 to 11/91 - Certificate, Computer Graphic Design