

## JIM GOODE

San Diego, CA, 92103 • +1 619.733.4887 • jagoode@gmail.com  
twitter/facebook/brightkite/flickr @ jimgoode • picasa @ jagoode

## 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.

### ***Senior Product Manager***

Hired as a contractor and quickly brought on board as a permanent employee to round out an industry leading Product team.

- Manage product features, design, and development through quick release cycles
- Author PRD and functional/interaction documentation and create prototype designs
- Interface with executive team to develop features and functionality to meet broad business objectives (marketing, advertising, partner relations, end user, internal programming systems)
- Collaborate with Metrics/Analytics teams to define KPIs and create 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 geographically diverse teams located in Los Angeles and St Petersburg, RUS
- Solidified Partner Ingestion processes and simplified feed mechanisms to achieve >99.7% accuracy rate
- Key Products:
  - Partner Ingestion and content management systems
  - Groups - role-based, collaborative/social 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 printed goods online.

***Senior Product Manager – Aug 2003 to Sept 2006***

Developed MRD and PRD documents for internal tools, variable data print tools, and cross-platform plug-ins for a B-to-B Software as a Service model.

- Worked with senior management to realize market value and revenue opportunities for product enhancements and new products
- Documented detailed feature goals and product needs from client feedback, support needs, and business objectives
- 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 cross-functional teams for product development, production, support, sales, and marketing
- Developed training programs and processes for in-house design and support teams
- Interfaced with client base as tier 3 technical support contact

***Senior Designer and Marketing Manager – May 2000 to August 2003***

- Designed coded, implemented, and maintained the public website, affiliate websites, and e-commerce tools
- Initiated design, production, and placement of advertising across multiple channels
- Worked with management and business development teams on new product messaging and positioning goals

**Found Image Press, San Diego, CA** **3/1999 to 5/2000**  
***Graphic Designer and Production Artist***

**Captiva Software Corp/Wheb Systems, San Diego, CA** **8/1997 to 3/1999**  
***Graphic Designer and Forms Designer***

## TECHNICAL SKILLS

**Languages:** HTML, XHTML, CSS, DHTML, XML, XSLT, mRSS, RSS, JavaScript, SQL, PHP

**Misc Software:** Word, Excel, Powerpoint, Visio, Dreamweaver, Fireworks, VNC, Putty, TortoiseSVN, Stylus Studio, SQLYog, Microsoft IIS, Apache HTTP, WAMP, Flash, Photoshop, Illustrator, InDesign, Acrobat, Visual Studio, Firebug, Charles, WSftp, QuarkXPress, Email2DB

## EDUCATION

**Pragmatic Marketing, Inc.** 11/2005 – Certificate, PMC

**UCSD Extension** 8/2004 to 9/2004 – JavaScript I

**California College of Art, Oakland, CA** 1/1993 to 5/1996 – BFA, High Distinction

**University of California, Los Angeles** 1/1990 to 12/1992 – Design Major

**Platt College, San Diego, CA** 6/1991 to 11/1991 – Certificate, Computer Graphics