

# JUDSON L MOORE

judson@judsonlmoore.com

**SUMMARY** I'm a product management leader with 20+ years of experience spanning tech, media, and social impact. I've launched greenfield products for eBay's key markets, scaled a digital network for journalists across Central Asia, and led cross-functional teams at high-growth companies across Europe and the U.S. I'm also the author of *Exponential Happiness*, a book on decision-making, and once moonlighted as an album photographer for The White Stripes.

**EXPERIENCE** **HEAD OF PRODUCT** July 2024 – April 2025  
Technis, Berlin, Germany (*100% remote*)

- Led product strategy across legacy, mobile, and next-gen product portfolio
- Contributed to M&A due diligence to drive product portfolio expansion
- Defined vision and roadmap with department heads, exec leadership, and commercial teams
- Scaled product org from 1 to 4 cross-functional teams across product, design, and engineering
- Represented product suite at CES and Paris Retail Expo, strengthening industry visibility

**PRODUCT LEAD and PARTNER** October 2023 – Present  
iGive, Berlin, Germany (*100% remote*)

- Led technical improvements to iGive, increasing user retention and donation conversion rates
- Collaborate with cause administrators and their supporters to increase fundraising efficiency

**SENIOR PRODUCT MANAGER** April 2022 – Dec 2023  
SoSafe Cyber Security, Cologne, Germany (*100% remote*)

- Cut Time to First Value by 50% through improvements for the account management platform
- Expanded SCIM/SAML and led vendor partnership to scale user-management automation

**SENIOR PRODUCT MANAGER** Dec 2018 – Nov 2021  
eBay, Berlin, Germany

- Delivered new white-labeled automotive e-commerce platform from concept to launch
- Surpassed legacy KPIs across multiple eBay brands through UX and data enhancements

**PRODUCT MANAGER** June 2017 – Nov 2018  
trivago, Düsseldorf, Germany

- Led discovery resulting in +20 testable initiatives and presented results to executive leadership
- Focused on delivering user value on the trivago homepage, landing pages, and location topics

**PRODUCT MARKETING MANAGER** June 2016 – May 2017  
trivago, Düsseldorf, Germany

- Spokesperson for trivago B2B products in North America
- Engaged with 100s of hoteliers during dozens of client visits, webinars and trade shows

**OPERATIONS MANAGER** June 2013 – Dec 2015  
Mutual Mobile, Austin, TX, USA

- Constructed a new facility in India and renovated 40,000'sq of the corporate headquarters
- Reduced operational expenses by 20% while simultaneously expanding employee benefits

**COMMUNITY AND ECONOMIC DEVELOPER** March 2011 – May 2013  
United States Peace Corps, Bishkek, Kyrgyz Republic

- Distributed mobile technologies for connecting rural journalists with each other and the world via KyrgyzMedia.kg; secured funding for 3-years from the UN and EC
- Scaled to operate in +20 communities and receives +150,000 annual visitors

**LANGUAGES** English, Native | German, Advanced (B2) | Russian, Novice High | Kyrgyz, Novice High

**EDUCATION** Louisiana State University | Baton Rouge, LA, USA | Bachelors of Arts, Political Science, 2007

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<b>CERTIFICATION</b>	Certified Scrum Product Owner (CSPO), Scrum Alliance, License 000738249	Jan 2018
	TS/SCI Security Clearance <i>Cleared for TOP SECRET information and granted access to Sensitive Compartmented Information based on Single Scope Background Investigation completed on 10/31/2014.</i>	Oct 2014
<b>SKILLS</b>	Web Dev: NextJS, Jekyll, HTML, CSS, Tailwind CSS, Liquid, Google Analytics Software: VS Code, Atlassian Suite, G Suite, Adobe Creative Suite, Logic X Pro Other: Agile, Project Management, Grant Writing, Auditing, Budgeting, Mentoring, Delegation	
<b>COMMUNITY</b>	Rotary Club of Austin (Past-Member), Brazos Technology District (Co-Founder), Cleopatra to Coretta (Co-Founder), Heart of Texas Peace Corps Association (Past President)	
<b>HONORS</b>	PAUL HARRIS FELLOW, 2016 Acknowledgement of substantial contribution to the Rotary Foundation, enabling Rotarians to advance world understanding, goodwill, and peace through the improvement of health, the support of education, and the alleviation of poverty.  SHAFIK GABR FOUNDATION FELLOWSHIP, 2015 One month of travel across Egypt and the USA to meet with high-ranking government, civic and arts leaders, followed by the implementation of a \$100k self-authored international project.	
<b>PERSONAL DEVELOPMENT</b>	One to One Conversations (trivago Leadership Trac), 2018 Giving Feedback (trivago Leadership Trac), 2018 Lead Essentials (trivago Leadership Trac), 2018 Effective Facilitation, 2018 Train The Trainer, 2016 Speaking and Presenting Workshop, 2016 Communication Styles Workshop, 2016 Transactional Analysis Workshop, 2017 Dale Carnegie: Effective Communications and Human Relations, 2015 The Challenges of Global Poverty Course, 2013 Behavior Change Training and TOT, 2012 Peace Corps Program Design and Management Training, 2011 HIV/Drug Use Prevention TOT, 2011 Summer Camps Training and TOT, 2011 CDW Basic Grant Writing Course, 2010 CDW Board Development Course, 2010 CDW Social Media and Your Nonprofit Course, 2010 StrengthsQuest, 2009	Düsseldorf, Germany Düsseldorf, Germany Düsseldorf, Germany Düsseldorf, Germany Düsseldorf, Germany Düsseldorf, Germany Düsseldorf, Germany Düsseldorf, Germany Austin, TX USA edX.org Bishkek, Kyrgyz Republic Bishkek, Kyrgyz Republic Cholpon-Ata, Kyrgyz Republic Bishkek, Kyrgyz Republic Alexandria, LA USA Alexandria, LA USA Alexandria, LA USA Loyola University New Orleans
<b>PUBLICATIONS</b>	Exponential Happiness <a href="https://amzn.to/2pDAcA6">https://amzn.to/2pDAcA6</a>  Various Articles <a href="https://www.judsonlmoore.com">https://www.judsonlmoore.com</a>  Louisiana State University Alumni Magazine <a href="http://issuu.com/lusualumni/">http://issuu.com/lusualumni/</a>	2019, Leanpub  Personal Blog. Web. 2000 – Present  10 articles between 2011–2013 Series: Update Kyrgyzstan