SEAN T. CONRAD

TECHNICAL PRODUCT MANAGER

seantconrad@gmail.com | twitter.com/seantconrad | linkedin.com/in/seantconrad | Maplewood, NJ

SKILLS

A/B Testing
B2C, B2B2C
Content platforms
Creativity
Data-driven decisions
Ecommerce
AWS
Managing developers
MARTECH stacks
Mobile
OKR creation
Recruiting teams
ROI paid marketing
SQL
Subscription
User experience
User research
Working with remote teams

EDUCATION

University of Pittsburgh
MS, Information Science

Penn State University
BS, Biology - Genetics

PROFILE

Entrepreneurial and technical Product Manager who combines my love of learning with a passion for making customers happy. With my engineering background, I am particularly adept at work with cross-departmental teams to optimize how technical decisions impact user experience and business needs. I have succeeded at start-ups and public companies—from being a hands-on product manager to leading teams.

EXPERIENCE

FOUNDER

PICKLE PICS | MAPLEWOOD, NJ | MAY 2021 = PRESENT

Solo founder of Pickle Pics — Automatic photo organization for parents.

- Launched beta in Dec 2022
- Gathered a data set of 24K photos from testers
- Prototyped ML sorting algorithms on AWS

SVP, HEAD OF PRODUCT

WAYBETTER | NY, NY | 2016 - 2021

WayBetter produces life-changing, motivational games like DietBet and StepBet, where players bet on themselves to get healthier in a supportive, fun environment.

- Reported directly to the CEO
- Recruited and managed a team of 21, including Head of Technology, Product, Product Design, Engineering, QA, and Analytics teams
- Grew revenue 300% by the year 2020
- Invented and launched the company's first expansion brand "StepBet" by creating a uniquely, motivating group step challenge
- Introduced subscription revenue to the company, growing that revenue to over $2MM in annual sales
- Set up the MarTech stack with Appsflyer, Segment, Braze, and Amazon Redshift
- Led a technical re-platforming to a web-services architecture using React Native
- Launched the WayBetter app for iOS and Android, creating a goal sharing community with paid fitness challenges

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CONTINUING ED

OnDeck Founder Fellow
ODF10

Harvard Business School
Scaling Ventures

Kellogg
High-performance Negotiation

PATENTS

U.S. Patent US9128958B2
Systems, methods, and media for providing a digital photo archive

INSPIRATIONS

The Mom Test by Robert Fitzgerald

Obviously Awesome by April Dunford

Freakonomics Podcast

Inspired by Marty Cagan

Fivethirtyeight.com

Hooked by Nir Eyal

The Puritan Gift by William and Kenneth Hopper

Actionable Gamification by Yu-kai Chou

EXPERIENCE (continued)

VP OF GROWTH

WAYBETTER | NY, NY | 2015 - 2016

- Joined the team in 2015 as employee #8
- Performed analysis to establish the company's first CAC and LTV baselines
- Set up Facebook, Google, and Taboola ad accounts
- Ran paid marketing campaigns to test channel viability

VP OF PRODUCT MANAGEMENT

IAC APPLICATIONS | NY, NY | 2011 - 2015

VP and Head of Product for Ask Applications, one of the largest divisions of IAC. Ask Applications produces unique consumer products for desktop, browsers, and mobile devices.

- Managed four product groups, each with their own P&L
- Grew revenue of managed product suite from $87MM (2011) to $209MM (2014)
- Launched internationalization platform to effectively double the business
- In addition to managing, committed to personally specifying, launching, and analyzing one project per quarter
- Developed internal business plans for the company's investment review pipeline, two of which were green-lit and launched

VP OF PRODUCT MANAGEMENT AND ENGINEERING

MIVA/ALOT | NY, NY | 2008 - 2011

ALOT, and later rebranded MIVA, developed unique solutions for e-commerce partners such as Yahoo, Google, Orbitz, and Meredith Publishing.

- Responsible for every technical and design aspect of a division that had an annual P&L over $50MM and a team of 23

DIRECTOR OF ENGINEERING

MIVA/ALOT | NY, NY | 2005 - 2008

Built a complete Platform serving a 12 Marketing Managers with multi-million dollar ad budget

PRODUCT MANAGER

FINDWHAT | NY, NY | 2004 - 2005

Launched a flight comparison utility that made $360K annually

SOFTWARE ENGINEER

COMET SYSTEMS | NY, NY | 2000 - 2004

Created various web applications using C++, Javascript, ASP, PHP, and Perl