

# ALLEN HARTWIG

## ENGINEERING & PRODUCT LEADER

[allenhartwig.com](http://allenhartwig.com)  
[allen@allenhartwig.com](mailto:allen@allenhartwig.com)  
[linkedin.com/in/allenhartwig](https://www.linkedin.com/in/allenhartwig)

I'm a product/engineering hybrid leader, founder at two previous startups (both with successful exits), as well as having scaled products and teams to service millions of users for both growth and mature orgs. I've built highly scalable and available e-commerce experiences for global brands, disrupted the real estate industry during the mobile revolution, and developed innovative, new products used by hundreds of thousands of professionals

I have a cross-functional/discipline approach, with deep interests in technology's intersection with marketing, finance, data, and ops. This combined with my drive for outcome-based leadership and staying current on latest technologies and getting my hands dirty, allows me to successfully traverse the org chart, and personally drive growth in organizations and evolve my role accordingly.

### FRACTIONAL CPTO / CONSULTANT

OCTOBER 2023 - CURRENT

Sitting fractional CPTO, consultant, and advisor at several seed stage startups, both B2C and B2B, in several industries and categories.

- Startup A) Development of product strategy, vision and roadmap, as well as accompanying pitch deck, successfully funding pre-seed round.
- Startup B) Implementation of product development framework to strategically and iteratively validate the roadmap and maximize engineering investment, driving for product-market-fit.
- Startup C) Spec'ing, Designing, and Building initial MVP of product, determining stack, architecture, payment system, and patterns, ultimately going to market in under 60 days.

### HEAD OF PRODUCT & ENGINEERING, GATED

AUGUST 2021 - OCTOBER 2023

Gated empowers professionals with the ability to take back control of their attention in this noisy digital world through email and social media productivity tools.

- Matured organization across technology, methodology, and talent from proof-of-concept application to product/market fit, 5x staffing and 100x users.
- Developed agile product strategy framework and implemented across teams and leadership to prioritize focus and ladder daily tactical work back to long term objectives.
- Quarter billion emails processed in real time, filtering tens of millions of unsolicited messages, resulting in tens of thousands of donations to users' nonprofit of choice.

### CHIEF PRODUCT OFFICER, COMMUNITY.CO

NOVEMBER 2016 - AUGUST 2021

Community.co is a community-as-a-platform that builds professional communities in partnership with renowned brands such as Forbes, Fast Company, Rolling Stone, Newsweek, amongst others.

- Led the company through growth stage of 3x staffing, 10x revenue, and 10x users.
- Product and engineering roadmap ownership, using lean design practices to iterate against hypothesis-driven, metric-oriented objectives, executed by cross-functional teams focused on user value outcomes.

# ALLEN HARTWIG

## ENGINEERING & PRODUCT LEADER

[allenhartwig.com](http://allenhartwig.com)  
[allen@allenhartwig.com](mailto:allen@allenhartwig.com)  
[linkedin.com/in/allenhartwig](https://www.linkedin.com/in/allenhartwig)

- Oversaw 100% remote staff of 50+ senior managers, user experience, product management, engineering, and product delivery, maintaining high morale and retention.

### VP ENGINEERING, COMMUNITY.CO

APRIL 2016 - NOVEMBER 2016

- Introduced and implemented product development and management best practices.
- Defined application re-architecture plan, cloud infrastructure improvement roadmap, modern development lifecycle practices, and an ethos of agile methodology.
- Drastically improved new partner launch turn around from 90 days to a matter of minutes.

### PRODUCT & TECHNOLOGY FOUNDER, HERE ON BIZ

MARCH 2012 - APRIL 2016

 *Acquired by Community.Co in 2016*

Here On Biz is an iOS mobile application that “Automatically Networking You With Connections That Matter”, offering geo-social networking to traveling business professionals.

- Developed product from inception, UI/UX, mobile app engineering, back end and database architecture, in addition to infrastructure implementation and management.
- Executed successful partnership with Virgin America and GoGo Inflight, resulting in over \$11mm in earned media, and tens of thousands in user acquisition.
- Named Entrepreneur Magazine’s “Top 100 Brilliant Companies” in 2013.
- Produced and pitched angel investors as well as blue chip VC’s including Sequoia.

### TECH LEAD CONSULTANT, UNDER ARMOUR

DEC 2014 - APRIL 2016

Under Armour is a global apparel brand selling over \$800mm in their B2C e-commerce channel annually, with over 7.5mm unique visitors monthly.

- Re-architecture of the B2C e-commerce checkout experience to a 4 tier microservice architecture with a single page application web client.
- Supported the post-acquisition integration of MyFitnessPal and Endomondo mobile apps with monetization APIs.
- Spearheaded key initiatives including of Armour Box, a personalized subscription box service, and the Visa Checkout payment systems.
- Managed and coordinated dozens of remote engineers across multiple teams. Point of contact for business analysts, technology directors, and UX and marketing.

# ALLEN HARTWIG

## ENGINEERING & PRODUCT LEADER

[allenhartwig.com](http://allenhartwig.com)  
[allen@allenhartwig.com](mailto:allen@allenhartwig.com)  
[linkedin.com/in/allenhartwig](https://www.linkedin.com/in/allenhartwig)

### DIRECTOR OF PRODUCT, SMARTER AGENT

MARCH 2011 - MARCH 2012

Smarter Agent is the most widely used mobile platform in the real estate industry, providing the app platform for companies such as Century21, Sotheby's, Keller Williams, and others.

- Reported to the CTO, overseeing engineering teams, UI/UX department, as well as roadmap development and execution.
- Key strategist for Century21's 2012 Super Bowl ad, presenting an app download CTA resulting in hundreds of thousands of downloads in a single day.
- Led redesign and prototyping of Sotheby's global cross-platform mobile app.

### PRODUCT & TECHNOLOGY FOUNDER, TOOR.ME

AUGUST 2010 - MARCH 2011

 *Acquired by Smarter Agent in 2011*

Toor.me is a real estate marketing platform, providing mobile-optimized virtual tours and marketing material.

- Led product ideation, design, and front/back end architecture and engineering.
- Invited to present at MIT six months after going to market, being identified as a top innovator in the industry.
- Integrated with some of the largest brokerages in the country, training their staff and transitioning their primary marketing tool set to Toor.me.

### EARLIER YEARS

1997 - 2010

Prior to 2010, Allen primarily worked in the digital agency arena, acting in the roles of strategist, architect, developer, UI/UX designer, product owner, project management, SEM/SMM marketing, video production, amongst others. He worked across a multitude of industries with brands such as Comcast, Sony Interactive, and MasterCard, as well as small businesses, startups, public utilities, and school districts.