

Patrick Millegan

Director of Product Management

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Product and technology leader with experience across product management, project management, strategy, design, performance marketing and engineering. Passionate about identifying product solutions to customer needs, creating great user experiences, and building high quality teams. Customer-oriented leader with extensive background leveraging analytics and multivariate testing alongside qualitative feedback to guide product development. Proven track record of executing cross-functional projects in a variety of corporate environments, from startups to large enterprises. Loves food, blockchain technology, startups.

TOOLBOX

Setting/Measuring KPIs | Roadmapping | Agile Development | Mentoring/Teaching Product Management | Org Building | Recruiting | UI/UX Design (Photoshop/Sketch) | SQL | Tableau | Excel | Customer Behaviour Modeling/Forecasting | A/B Testing | SEO | Content Marketing | Conducting User Research | UI/UX Design | Spec-Writing | Public Speaking

EXPERIENCE

GREEN CHEF

June 2015 – Present

Director of Product Management, Consumer/Growth

- Led product development/project management of all major product launches (re-brand, Vegan, Paleo, Family-Plan, Keto) at Green Chef across Engineering, Culinary, Finance, Supply Chain, R&D, Marketing, and Customer Service.
- Created, aligned, and owned the Product Roadmap for Green Chef's Digital experience.
- Grew revenue 25x over the course of 2.5 years through digital and physical product launches/optimizations.
- Grew customer base by 30x over 3 years through building physical and digital referral programs, optimizing new user flow & landing page, building automated email campaigns, purchasing digital advertising, SEO, and A/B testing.
- Built Consumer Digital Team- recruited, hired, and mentored a mix of 15 Product Managers, Marketing Analysts, Project Managers, Engineers, and Product Designers.
- Built Customer Service Admin Tools for team of 30 Customer Service Agents to increase agent productivity, and customer satisfaction.
- Built CaC & LTV models to track marketing ROI on all marketing campaigns.
- Built dynamic forecast demand model to increase forecasting accuracy, decrease avg time between purchase and first order, and increase efficiency of growth spend.
- Built analytic stack for digital product initiatives, including Recipe Review, Customer Behaviour, Retention/LTV modeling.
- Implemented and scaled AGILE development methodologies that reliably built software.
- Implemented a strong Product Culture, while teaching/mentoring a team of 4 PMs- SQL, Spec Writing, Data Flows, Personas, Product Analysis, Forecasting/Modeling, Presenting Data.
- Early employee at a startup - did a little of everything with very little direction leading to positive outcomes.

THE WALT DISNEY COMPANY

Aug 2012 – Jul 2015

Disney Interactive Sr. Product Manager

- Built and PM'd Disney's first vertically developed Star Wars Mobile Title after acquiring Lucasfilm.
- Built and PM'd Disney's first internal partnership with Maker Studios post-acquisition across multiple Disney Interactive Products that allowed guests to search videos, view recommended videos, etc
- Built internal tools to deliver competitive analysis, predict competitor KPIs, and automate task management.
 - Adopted by multiple teams, including executive leadership and all became company best practice.
- Executed all aspects of PM cycle including but not limited to.. Forecasting opportunities, creating UI/UX mock ups, writing specs, building features with cross-discipline teams, implementing BI logging, designing analysis, pulling data, reporting metrics, and driving recommendations for several Products within Disney Interactive.

- Taught/mentored PMs how to pull and report data that lead to action.
- Filed four patents all related to the mobile gaming space.

METTA WORLD PEACE TECH

Sep 2014 –

Present

Co-founder/Board Member

- Advise on opportunities and investments for former NBA superstar, Metta World Peace, aka The Panda's Friend.
 - See company pitches, and advise terms of investment.
- Build the official Metta World Peace and Panda's Friend app for iOS - Check it out here https://appsto.re/us/z_YVbb.i
 - Ideated the app with Metta, wrote a spec, sourced design/development team, negotiated contract, oversaw development.

WALLSHOPS

June 2010 – June 2012

Co-founder

- Co-founded E-Commerce website that allows users to *'Experience the mall online'*.
- Ideated and designed core user experience and user interface for the product.
- Analyzed NUF and KPIs to improve retention.
- Improved average page visits per user from 7 to 23 through testing content flow, messaging, and tutorials.

AREAS OF INTEREST

Cryptocurrency (recently attended Ethereum DevCon 3 in Cancun, and started CoinInstruct.com), Food, Athletic Apparel/Ecommerce (I founded and operate KeapAthletics.com), Podcasts, Fantasy Football, Basketball, Fan Experience, Talent Management, Startups, Mobile Games, Business Tools (UX, Analytics, Wiki etc), Real Estate.

EDUCATION

UNIVERSITY OF OREGON Bachelor of Science Communication Studies Major, Digital Arts Minor