

John Steinmetz

Data Driven, Innovative Product Manager

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Summary:

You achieve optimal efficiency when you find it harder to find data than to implement it. I believe in proper process with incremental change to business process is the key to success. Innovation keeps business moving forward.

My passion is in efficiency, user experience and solving unique business problems that provide measurable benefit to the business. Putting people at the center of business; helping organizations wield that influence to adapt and create productively and evolve profoundly.

Product Management:

- Pragmatic Marketing Certified - Level III (PMC-III)

Management Experience:

- Product management enterprise/ SMB applications
- Product / Development Teams 10+
- Agile Development

Specialties and Proficiency:

- Building Successful, Agile Teams
- Business Process
- User Personas, Business Use Cases, Marketing Strategy
- Strong management and interpersonal skills
- UX Architecture, Wireframing and Experience Design
- Business analytics (tableau, excel, SQL)
- Development Efficiency & Best Practices
- API Development and Integration
- Understanding of Complex Data Ingestion
- Social Media Channel Integration (Twitter, Facebook, Google+)
- Mobile Experience
- Responsive Application Development and Mobile Experience Design
- Visualizations: Fusion Charts, Kendo, FLOT, AMCharts, D3
- HIPAA and regulatory compliance
- Cloud service integration
- Workflow Automation

Experience:

Product Management Lead, Analytics, SocialCare

June 2017 - Present

Responsibilities / Accomplishments

- Helped establish go to market process for platform offering
- Created strategy and POC for a revolutionary new healthcare analytics platform
- Manage a total of 8 direct reports

At SocialCare™, we are focused on bringing platform mentality to the healthcare industry. My responsibilities are to take healthcare data, apply analytics and privacy best practices through proprietary technology. We are doing some amazing things with healthcare analytics through data science and machine learning.

SocialCare™ employs advanced data science and introduces a new level of data security never before seen in healthcare. Since 2012, our vision has been to find a way to bring the best technology and business practices from many industries and apply them into healthcare. This vision is now being justified by confirmation from many industry groups, distinguished research organizations and even the United States Congress that a healthcare platform based on restful APIs, such as SocialCare™, is what is needed to transform the healthcare industry.

Sr. Product Manager, Traveler Search and Geo Platform, HomeAway.com
October 2016 - May 2017 (8 months)

Working with the incredible engineering and analytics teams at HomeAway, I was responsible for accelerating the growth, stability and innovation of the geo search platform.

HomeAway, and Expedia brand, is the world's leader in vacation rentals with sites representing more than 1 million online bookable vacation rental listings. Through HomeAway, owners and property managers offer an extensive selection of vacation homes that provide travelers with memorable experiences and benefits, including more room to relax and added privacy, for less than the cost of traditional hotel accommodations.

Sr. Product Manager - Analytics, Bazaarvoice
July 2015 - October 2016 (1 year 4 months)

Responsibilities

- Turning 700M users into a marketable data asset.
- Redefining CGC analytics in one of the biggest networks on the planet.
- Managed the talented Data Science and Analytic development teams at Bazaarvoice
- Managed the bDAP event collection and processing architecture that powers the BV network.
- Building out solutions with Hadoop, Hbase, Cloudera Manager, Kafka, and more.

Accomplishments

- Significantly increased the volume and quality of coverage of clients in the IR 100.
- Added the ability to surface network coverage and identify gaps in analytics data, positively impacting and creating new BV products and services.
- Added new methods (tag managers, internal scripting) to help streamline implementation process.
- Facilitated Bazaarvoice as a Google Tag Manager Partner.
- Facilitated Bazaarvoice as an integrated Ensignten Partner.
- Implemented Bazaarvoice cookie management security policies.
- Implemented Bazaarvoice EU data compliance policies.
- Doubled the volume of Bazaarvoice network analytics data (impression & conversion) within 14 months.
- Implemented a data validation service critical to client health and innovation.
- Created a data dictionary to unify the business into consistent analytics terminology.
- Redefined the BV conversion impact report, building in more business value for clients.

Director of Innovative Technology at W2O Group
March 2015 - June 2015 (4 months)

Responsible for planning the connection of 30+ applications through OKTA including the use of Universal Directory. Streamlining the on-boarding process through Workday as a master and triggering provisioning and de-provisioning in the cloud. Also implementing direct application communications (Workday, Netsuite, Accu-Image, Box) and improving process by removing manual human redundancies. Brought focus to the teams and documented processes for review by upper management.

Delivered business intelligence through web interfaces that gave insight into the day-to-day status of the business inspiring change from the bottom up.

For the past few years, I have been building and managing products that are client facing. Now, I am turning my attention inward. I thrive on innovation and excel at efficiency. Integrating myself into all aspects of our company, I listen, research and solve problems through workflow, technology and process.

Director, Social BI Platform, Technology at W2O Group
October 2012 - March 2015 (2 years 6 months)

Focusing on cutting edge applications that deliver visualizations for analytic teams to better digest, analyze, report and advise large companies on how they should be handling social media and enterprise data.

Working with analytic and account management teams to support our clients needs. Understanding all things marketing and development and driving business case for all development needs are my focus. Involved in complex contract negotiations and structuring for mutual growth.

Producing high level enterprise analytic products through refined agile and kanban processes. Involved in strategy and planning through development and release, I was product owner/manager of a team of extremely talented developers and business professionals. Responsible for defining priorities and working with business stakeholders to map the future of the platform.

Front End Instructor HTML/CSS/JS

January 2014 - January 2015 (1 year 1 month)

Taught a number of semesters of HTML/CSS/JS intro level development. Helped students from all walks of life learn to code and how to use that knowledge to build a solid career in engineering.

UI Lead / Sr. Interactive Developer, Technology at W2O Digital

October 2012 - April 2014 (1 year 7 months)

I develop web applications that drive big data. Essentially building out high end visualizations for analytic teams to better digest, analyze, report and advise large companies on how they should be handling social media trending. Encompassing everything from sentiment (how someone feels about a company) to engagement (user interactions) to response (how a company uses social channels to respond to current emergency issues). But yes, I guess do really fancy websites.

Sr. Interactive Developer at Object 9

July 2006 - August 2012 (6 years 2 months)

- Developed applications in the digital space and consulted on technology used on all client accounts.

CEO / Owner, SlingSpace

March 1996 - March 2012 (16 years 1 month)

- Technology consulting, High volume, low maintenance website and email hosting solutions for the SMB space.

Interactive Applications Developer at eLogan

January 1999 - December 2001 (3 years)

- Part of an award winning development team. Developed web and e-commerce applications for small to large businesses.

Dir. Website Operations at Tulane University / CAEPH

January 1997 - January 1999 (2 years 1 month)

- Worked with a small team to build out websites for the Center for Applied Environmental Public Health group. Also worked on development and support for the distance learning program.

Education

University of New Orleans

Bachelor's degree, Art, Minor: Sociology, Psychology, 1997 - 2005

Activities and Societies: Baseball

Louisiana State University

Graphic Design, Sociology, Psychology, 1996 - 1997

Activities and Societies: Baseball