

EVAN SCOTT SCHNEIDER, CSPO

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EXPERIENCE:

July 2016 – April 2017

Weedmaps

Product Owner, Weedmaps for iOS and Weedmaps for Android

Irvine, CA

Accomplishments

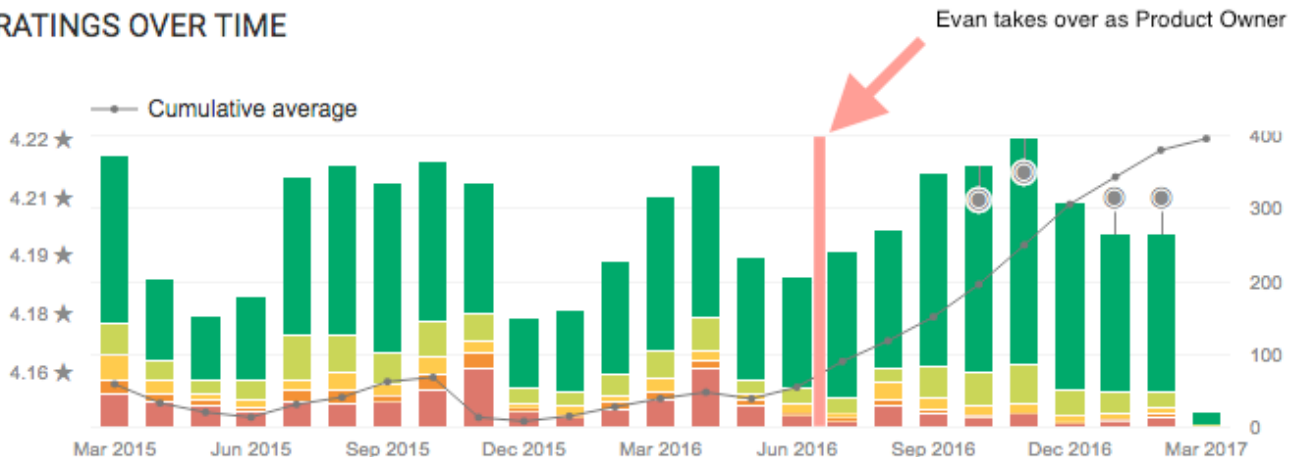
- Nominated for Best App at the 2017 TechCrunch Crunchies Awards.
- Launched 30+ features from conception to launch on iOS and Android native apps.
- Internationalized the Weedmaps Apps for Spain and Canada; added Spanish language support.
- Rebuilt nearly every aspect of the Weedmaps apps. Enhanced user experience by conforming to Apple's Human Interface Guidelines and to Google's Material Design standards.
- Increased daily active users by 113%, screen views per user by 173%, average session length by 28%, retention by 40%, and substantially improved Google Play and App Store ratings (see chart of Google Play ratings below).

Responsibilities

- Created Weedmaps' Native app roadmap for iOS and Android.
- Prioritized roadmap by gathering input from leadership, operations, customer service, sales, legal, design, analytics, and engineering.
- Built a business value calculator to measure ROI of different products in the backlog.
- Worked closely with design, engineering, copywriters, analytics, and QA to execute on the highest priority roadmap items.
- Managed two squads (each consisting of four engineers, one designer, one QA, and one scrum master) and built the two highest performing teams at Weedmaps.
- Owned all App Store and Play Store marketing (keywords, app description, App Store Optimization, app images, and release notes).
- Managed releases to ensure products launched on a predictable cadence.
- Wrote user stories for engineering, design, and QA automation.
- Participated in all weekly Scrum ceremonies. Led Product Backlog Refinement, Iteration Planning, and Sprint Demos.
- Ran A/B test experiments in the Weedmaps apps using Optimizely.
- Ensured that all product launches were communicated to internal stakeholders (Leadership, Operations, Customer Service, Sales, Analytics, Legal, etc.).
- Gathered feedback from Weedmaps customers and app users through user testing and surveys.
- Adhered closely to the LeSS Huge Agile framework and operated in one week sprints.

Weedmaps App – Google Play Store Ratings

RATINGS OVER TIME



Source: Google Play Developer Console

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July 2014 – June 2016

Message Near

Founder and Chief Technology Officer

San Francisco, CA

- Bootstrapped a messaging startup that brought enterprise-scale marketing technology to everyday people for free. Developed an innovative monetization strategy that increased customer usage of existing online services offered by corporate partners.
- Designed all aspects of web and mobile user experiences in order to delight users.
- Hired a four person full-stack engineering team. Built products using PHP, Java, and Objective-C. Integrated services from various APIs including Facebook, Google Maps, Twilio, and Fabric.
- Managed full-cycle product development from conception to launch following Agile methodology.
- Marketed product to consumers using paid campaigns on Facebook, Apple iAds, and Google AdWords. Optimized conversion funnel using A/B testing. Reduced cost per install by 75%.
- Continually iterated based on user feedback and achieved 60% monthly user growth.

August 2012 – July 2014

BlackRock

Analyst, Risk and Quantitative Analysis

San Francisco, CA

- Managed \$1.1 billion multi-asset derivative portfolio of swaps, futures, and FX forwards.
- Analyzed BlackRock's balance sheet investments in order to implement hedging strategies with minimal beta risk, basis risk, and hedge cost. Grew portfolio assets by 340% over two years.
- Automated risk analytics to improve portfolio transparency to C-level executives.

Summer 2011

BlackRock

Summer Analyst, BlackRock Solutions

New York, NY

- Supported clients using BlackRock's Aladdin Investment Management platform, providing guidance on fixed income performance attribution, risk, compliance, and pricing.
- Gained extensive SQL experience and built a new client interface for Relationship Managers.
- Asked to return full-time in San Francisco.

EDUCATION:

August 2008 – May 2012

Georgia Institute of Technology

Bachelor of Science in Industrial Engineering

Atlanta, GA

Major GPA: 3.5; Dean's List multiple semesters. Courses include: CS, Economics, Logistics, Management, Math, Optimization, Sciences, Simulation, Statistics, and Supply Chain.

September 2016 – Present

Scrum Alliance

Certified Scrum Product Owner – Membership ID: 42551180

Irvine, CA

VOLUNTEER:

May 2016 – July 2016

Interim Head of Technology, Give a Day Global

- Worked with 501(c)3 nonprofit to enhance existing technology platform, develop product roadmaps, and empower people to volunteer one day of their vacation in local communities around the world.

2014 - 2016

Sponsorship Director, Out for Undergrad Technology Conference

- Managed relationships with corporate sponsors for Out for Undergrad, a 501(c)3 non-profit dedicated to helping high-achieving LGBT undergrads reach their full potential in their careers.
- Raised record sponsor donations in 2015, enabling 25% growth in conference attendance.