

Aaron A. Fitzgerald

CONTACT INFORMATION



Oakland, CA



Fitzgerald.Aaron



(330) 518-5913



FitzgeraldAaron

EDUCATION

Rhodes College

Bachelor of Arts • May 2010
Major: International Business

Student Council • 2009
Elected President & Trustee

SKILLS & TOOLS

Business & Operations Management

Cost Modelling • Pricing Strategies • Revenue Forecasting • Asana • JIRA • Confluence • Google Apps • Microsoft Office • AirTable • Instagram

Design

Balsamiq • UserTesting • InDesign • Illustrator • Photoshop • QGIS

Research

Survey Monkey • TypeForm • Google Analytics • MixPanel • Optimizely • Crunchbase • Pitchbook

AWARDS & FEATURES

Verizon

Verizon News • Sept 2016
Featured Entrepreneur

Memphis Business Journal

Tech Coverage • Aug 2015
Featured Entrepreneur

Toastmasters International

District 36 • June 2013
Distinguished Leader Award

PUBLIC SPEAKING

GA Education Summit

Conference • Dec 2014

Liberty Toastmasters

Founder & President • 2012

PROFESSIONAL EXPERIENCE

Kairos Aerospace • Product Manager
Mountain View, CA • October 2017 – Present

Organize and manage the product data supply-chain to generate B2B & B2G summary reports and geospatial data reports (.shp, .kmz & GeoTIFFs) using proprietary raw spatial data. Oversee our product-lines delivering methane plume detections, thermal hotspots and optical imagery.

Product Development: Conducted market research and used company data from pilot projects to define the initial go-to-market offerings. Then leveraged customer focus groups aimed at understanding data gaps and workflow problems to improve usability and readability. The product saved our customers thousands of working and driving hours.

Product Management: Worked with flight engineers, data scientists and software engineers to develop and refine an agile product development and delivery process that reduced project costs by ~82% and ensured an on-time product delivery 95% of the time.

Product Positioning: Defined market segments and paired those insights with nearest competitors research to create and streamline each product-line's sales processes and marketing materials. This effort secured our largest customers by revenue and market cap, improved existing customer retention, and more than doubled revenue over the previous year.

Customer Success: Created a sustainable and streamlined way for customers to troubleshoot problems, report bugs and provide feedback which led to our largest customer citing my work as a reason to recommend an investment into the company by OGCI Climate investments.

Metrics & Reporting: Outlined and tracked product metrics. Crafted action plans, set team milestones and measured progress both quantitatively and qualitatively.

Ncrease • Head of Product & Customer Experience • *Founder*
Washington, DC • December 2014 – January 2017

Conceived and launched a B2B marketing intelligence platform designed for hotel rewards programs. Increased engagement 34% – 45% on our customers' platforms by augmenting business-to-consumer outreach using real-time information.

Market & Customer Research: Identified a market gap then interviewed over 150 VPs/directors of marketing for customer discovery and product usability feedback. Continued discovery led to a focus on hotel rewards program managers for initial go-to-market.

Product Management: Oversaw the design, development and prioritization of the product roadmap using agile methodology. Managed in- and out-sourced technology team to build, test and release features.

Product Launch: Grew beta subscribers between 25-65% week over week using a combination of direct sales and digital/traditional marketing channels.

Financing: Secured pre-Seed financing from an accelerator partner and angel investors.

Team Building: Grew team 5-fold to include software engineers and a business developer. Recruited advisers with industry, business, technology and financing expertise.

Turms • Product & Business Manager • *Co-Founder*
Washington, DC • November 2012 – December 2014

Conceived and launched a B2B2C social fundraising platform for higher education institutions. The platform led to a 23% increase in young alumni donations over the period of a fiscal year.

Business Development: Secured paying pilot customer using mockups. Following launch, our pilot partner helped fuel business growth through direct introductions to peer institutions.

Product Development: Leveraged customer feedback, end-user data and A/B testing methods to development and release new features that increased end-user completion rates up to 38%.

Customer Success: Developed, alongside pilot partner, an end-user outreach and onboarding plan. At the launch, this led to about 10% of young alumni having access to the product..

Team Building: Grew team 3-fold to include a software engineer and designer. Recruited advisers with industry, payments and technology expertise.

OTHER NOTABLE EXPERIENCES

Burning Man Project • Project Manager
San Francisco, CA • May 2017 – Sept 2017

2U • Project Manager
Landover, MD • January 2013 – December 2014

United States Senate • Staff Member
Washington, DC • February 2011 – January 2013

County Trustee Campaign • Campaign Manager
Shelby County, TN • Summer 2010