

JAY GANADEN

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SUMMARY

I am driven to build creative products of everlasting value. I use the tools of product strategy, UX design, technology platforms and data to do so.

I am entrepreneurial + resourceful. I'm tactile, known for digging in with my innate curiosity and the ability to produce exceptional work with few resources.

I coach + build relationships. It's a core value of mine to teach and give back, and I do so through active listening and building high-performing, connected teams.

I present well. Teams rely on me to communicate as a Design and Technology advocate-- internally, with customers, and throughout the industry.

EXPERIENCE

SAPIENTRAZORFISH SENIOR DIRECTOR, EXPERIENCE STRATEGY Feb 2015 to Present	<ul style="list-style-type: none">▪ I lead Strategy and Product Management for San Francisco. Also leading our Digital Product Innovation practice in the West. Originally recruited in as a Razorfish UX Director.▪ Developed a Cloud Strategy for VF Corp, to create innovation opportunities by transitioning them to a more agile and elastic multi-cloud architecture, and away from commodity investments in on-premise IT.▪ Created a brand communications strategy and media mix model to drive Bank of the West from traditional media to Digital.▪ Amid an anxious retail landscape, Nordstrom hired me to create a mobile strategy, business cases and a prototype for mobile web, apps and in-store digital experiences, to re-imagine their leadership in fashion and customer service, while driving revenue.▪ To reduce customer churn, I created an experience strategy to streamline Customer Support for Adobe's Creative Cloud.▪ Designed multiple Adobe innovation experiences, including: a product for self-guided customers to easily navigate the use cases for Adobe's Marketing Cloud software, a digital thought leadership portal, and a formless lead gen system.▪ I also have deep expertise on real-world client implementations of Adobe Marketing Cloud (AEM, Analytics, Target, Audience Manager) for a variety of challenges, e.g., CMS design, personalization, 360° customer analytics, and conversion optimization.▪ I started at Razorfish in a rare opportunity to lead Experience Strategy through the split of HP in 2015. I led the go-to-market product strategy on dozens of HPE products, particularly with Cloud, Security, SaaS and Services. My work came to life in a new website launch of HPE.com in 44 countries and 9 languages in only 10 months.▪ I went on to develop several digital strategies for HPE, including: a data-driven marketing playbook and roadmap, B2B demand generation, social strategy and channel partner strategy. Work led to 3x revenues and now includes Digitas and Publicis.▪ Strategy lead on the Intel account, for innovation projects ranging from B2B product design to digital campaigns.
WORLDVENTURES HOLDINGS VP DIGITAL & UX Feb 2014 to Nov 2014	<ul style="list-style-type: none">▪ Launched 7 products as part of an omni-channel ecosystem for Travel e-commerce, serving over 250K users in 28 countries.▪ Drove several Digital initiatives serving the entire funnel with mobile apps, social marketing, loyalty programs, branded video, paid media, SMS, email, content marketing, SEO & conversion analytics.▪ Managed \$2.6MM Digital budget, digital marketing and UX teams (6 FTEs), operations & strategy across 4 brands.
MOMENTUM DESIGN LAB VP DIGITAL STRATEGY Jan 2011 to Jan 2014	<ul style="list-style-type: none">▪ Led the agency's management team beyond 3 years of flat revenues to achieve over 100% revenue growth year over year.▪ Grew the team from 8 to 50 people, managing careers and processes of designers, software engineers, and project managers. Also managed remotes in New York, Portland, Austin and San Diego, plus offshore teams in EMEA & LATAM.▪ Delivered Product Design services for Mobile and Enterprise Software clients, ranging from ad tech startups to vmware.▪ Voice of the agency, generating pipeline via conferences, the Enterprise UX Meetup, partnerships & thought leadership.▪ Scoped 300+ UX projects, assessing usability, screen complexity, & technology architecture.▪ Oversaw architecture + implementation of APIs, iOS, Android, HTML5, Javascript and Drupal. Adaptable to Waterfall & Agile.
BYND CMO / VP PRODUCT MARKETING Jan 2011 to Jan 2013	<ul style="list-style-type: none">▪ Invited to co-found software startup with Momentum Design Lab's CEO. Led Momentum Design Lab and startup concurrently.▪ Planned and implemented: Go-to-market, acquisition campaigns, product positioning, SaaS pricing, strategic partnerships, conference marketing, email marketing & developer hackathons.▪ Led product design, wireframes, visuals, & development on 16 apps, from concept to shippable product.▪ Closed & on-boarded first 3 customers, bringing our startup to cashflow positive without outside funding.▪ Produced branding, website, pitch decks, reels, collateral & conference environmental designs within 7 weeks.
PUNCHCUT MOBILE STRATEGIST July 2010 to Sept 2010	<ul style="list-style-type: none">▪ Strategy Lead on Mobile Strategy project for Disney, focused on Consumer in-Park experiences on Smartphones & Tablets.▪ Delivered service blueprints illustrating new mobile opportunities and new features for each user persona.▪ Defined a 3-year strategy roadmap for tech infrastructure investments and UX design implementation.
GOOGLE (DoubleClick) CONSULTING MANAGER May 1999 to May 2001	<ul style="list-style-type: none">▪ Led Professional Services team of Consulting Engineers (24 FTEs) in the brave new world of Internet Advertising.▪ My team deployed DoubleClick for Publishers (DFP) and DoubleClick Enterprise, allowing hundreds of brands from CNN to Vitamin Shoppe to collect advertising revenue through ad serving software.▪ Generated customer insights from the field and support queries to influence DoubleClick product design and engineering.
KPMG CONSULTING SENIOR CONSULTANT June 1995 to May 1999	<ul style="list-style-type: none">▪ Management Consulting and Technology Strategy for Toyota, Philadelphia Electric, CenturyLink and many more.▪ Technical team lead on a 50-person, mobile billing system integration project for AT&T wireless.▪ Acquired a large base of IT infrastructure expertise as an information systems auditor, covering mainframe to client-server architectures, networking, security and disaster recovery across clients in many industries.

EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN

Bachelor of Business Administration
Management Information Systems (MIS), May 1995

STANFORD UNIVERSITY

Hasso Plattner Institute of Design (d.School)
Executive Education - Design Thinking, Fall 2010

MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Sloan Executive Education - Systematic Innovation of
Products, Processes and Services, Fall 2016