

# JOE GLASER

## PROJECT/PRODUCT MANAGER

**CONTACT**  
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### SUMMARY

Product Manager with 10+ years at the intersection of Business, UX, and Technology. Extensive experience delivering innovative web and mobile products from concept to release with a proven ability to effectively manage multi-disciplinary teams, inspire collaboration, prioritize projects and influence stakeholders. Expert at translating vision, goals and research into strategic insights and executable plans.

### EXPERIENCE

#### **JOSEPH GLASER CONSULTING:** APR 2018 – CURRENT

##### **PRODUCT MANAGER** || Los Angeles, CA

- Strategic Advisor to Neil Young's inner circle for web/mobile development and label relations
- Helped to double traffic, convert 70% of users and surpass revenue projections by 600% for the transition of a free app to paid by building necessary consensus to prioritize mobile-first features
- Significantly increased return on capital by brokering complex relationships with business stakeholders, record label and technology partners
- Reduced customer service response time to under 48 hours and eliminated backlog by building a new process and training staff
- Improved the analytics program and translated user research into compelling stories for stakeholders that helped to define key features and shape product roadmaps
- Conducted market research, crafted digital strategies and built presentations that were used to secure a multi-million dollar media company contract

#### **WARNER BROS RECORDS:** 2016 – APR 2018

##### **SENIOR DIRECTOR, WEB/MOBILE DEVELOPMENT STRATEGY** || Burbank, CA

###### **PRODUCT MANAGEMENT:**

- Drove collaboration for a worldwide team of engineers, creatives, interactive producers, UX designers and product marketers across multiple offices in a fast-paced, demanding environment, providing horizontal leadership and subject matter expertise that helped to align product features with artist goals and company strategies
- Integrated *agile methodology* and new systems, Slack and JIRA, to a multi-disciplinary team of design, marketing and engineering, leading to a threefold increase in project output and a 70% reduction in email volume
- Led project planning and go-to-market strategy for innovative products and proof of concepts that leveraged new technologies like 360 video, Chatbots, and Spotify API applications, increasing engagement and gathering useful customer data
- Increased engagement, usability, and visibility into specific user personas by conducting A/B tests, installing optimization tools, and synthesizing user research
- Established *Scrum* processes including product retrospectives that collected useful insights for future campaigns and fostered a collaborative and supportive culture
- Aided Data Scientists in cultivating new data and attribution models that measured campaign results and provided unique customer insights

###### **CREATIVE PRODUCTION:**

- Directly managed a creative production team of seven to deliver all web/mobile/interactive content for 140+ artist roster, including Green Day, Tom Petty, Neil Young, and Prince
- Motivated designers to improve design quality by leveraging their creative passions and underused skills such as photography, video, and brand research
- Career highlight: Organizing a suicide prevention campaign for Linkin Park that led to over 3,000 hotline calls and many saved lives, while boosting team morale

### TECH SKILLS

#### **Product Management**

*Trello, JIRA, Aha!, Slack, Google Suite, Asana, Wrike, Confluence*

#### **Product/Development Methodologies**

*Agile, Scrum, Kanban, Waterfall*

#### **Quantitative Research**

*SQL, Google Analytics, Adobe Analytics, Tableau*

#### **Qualitative Research**

*VWO, Optimizely, Hotjar, User Interviews, Hootsuite, Google Trends*

#### **Business Analysis**

*User Stories, Feature Documentation*

#### **Microsoft Office**

*Word, Excel, PowerPoint, Outlook*

#### **Adobe Creative Cloud**

*Photoshop, InDesign, Illustrator*

#### **UX / Wireframes / Prototyping**

*Sketch, MURAL, InVision, Zeplin*

#### **Productivity / Workflow**

*Zapier, Streak, Evernote, IFTT*

#### **Software Engineering**

*React, Javascript, HTML, CSS, API, Git, AWS, Heroku*

#### **Customer Service**

*Zendesk, GrooveHQ*

#### **CRM**

*SalesforceIQ, Netsuite, Contactually, Hubspot*

#### **Email Marketing**

*MailChimp, SendGrid, Emma*

#### **E-Commerce**

*Shopify, Magento, ShipStation*

#### **Social Media Marketing**

*Instagram, Facebook, Twitter, Snapchat*

#### **Coaching & Mentoring**

*Medium*

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### TOPSPIN MEDIA: 2014 – 2016

**DIRECTOR** || Burbank, CA

#### PRODUCT MANAGEMENT:

- Defined product vision and led cross functional team to implement new features that drove bottom line results for Direct-to-Consumer SaaS platform
- Designed innovations that gave the platform a competitive edge, including redemption code and product un-bundling workflows that led to doubling of album sales and increased chart position for artists such as Bon Jovi, The Vamps, and X Japan
- Monitored customer service and social media to optimize timelines and customer targeting, producing results that secured the confidence and future business of top clients

#### INTERACTIVE PRODUCER:

- As Creative Producer, managed the user requirements and delivery of an average of 15 simultaneous digital campaigns and merchandise projects, including the most profitable campaign in the company's history
- Collaborated with Engineering and Design to translate project ideas into elegant products that generated seven-figure revenue for artists such as Arcade Fire, The Lumineers, Jack Johnson and Jason Mraz
- Partnered with artist management to invent exclusive products and unique experiences that significantly increased profit margins and top line revenue

#### OPERATIONS & SALES:

- Contributed to the modernization of customer transaction workflows, production systems and internal communication by establishing new technologies such as Zendesk, ShipStation, Shopify, and Basecamp
- Conceived an analytics program and managed quarterly planning across the business, forecasting and analyzing key performance indicators and establishing company roadmap, milestones and revenue targets
- Closed deals with major clients, including Sony Music, Universal Music Group, Roc Nation, and Red Light Management, generating seven-figure increases in ecommerce and pre-sale revenue

### ALMA DESNUDA: 2009 – 2013

**BUSINESS OWNER + TOURING MUSICIAN** || San Francisco, CA

- Played in and co-managed an independent band to success, building strong base of 10k fans on west coast and an international following through grassroots marketing, online promotion and DTC technology platforms while performing in 150+ live shows per year
- Supported four band members full-time via touring, album sales, licensing, and ecommerce sales
- Amassed broad community support, awards and recognition through relationship building and public relations outreach, penning press releases and providing interviews to promote the band's positive message and philanthropy
- Created multimedia content and co-produced a crowdfunding campaign that raised \$55,000
- Consistently elevated the band's status by enlisting visual artists, videographers, photographers, and brand experts to create world-class multimedia content and branded assets

### SAFEWAY, INC.: 2004 – 2009

**BUSINESS ANALYST** || Pleasanton, CA

- Facilitated communication between technical and non-technical teams, transforming business and financial concepts into actionable strategies and use case requirements
- Championed the needs of users, documented product specs and built training materials for large-scale enterprise software integration, a project resulting in \$20m year-over-year cost savings
- Aided the IT Program Management Office in designing and implementing a reporting module that led to internal accountability and resource allocation efficiencies and provided department-wide visibility to project status and budgets

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#### EDUCATION

**COMPUTER SCIENCE, B.S.**

University of California, Davis

#### CONTINUING EDUCATION

- Product Management Foundations (PMHQ)
- Artificial Intelligence: Implications for Business Strategy (MIT)
- Language Scholar, Study Abroad Program (Spain)
- Google Analytics Academy
- YouTube Certification
- PMP Certification

#### ACTIVITIES

##### Mentor

*Techstars Music* (2017-2018)

##### Advisor

*Aigo*, Artificial Intelligence startup (2018)

##### Board Member

*BAYSIC*, International Education Non-Profit (2015)

##### Professional Organizer /

##### Personal Assistant / IT Tech Support

Self-Employed (2013)