

# JOHN P. JOSEPH

## INNOVATIVE EXECUTIVE PRODUCT LEADER

I'm a product-focused leader who knows how to build products and scale organizations. I have a proven ability to bring consumer and enterprise products to life while leading companies to the next level. I thrive on finding elegant solutions to challenging problems. I do this with clear requirements, ruthless honesty, building trust with my team, and most importantly, communicating clearly and candidly with everyone.

### EXPERIENCE

#### CHIEF OPERATING OFFICER

**Muxy, Inc** Dec 2021 - Present

- Transformed business model from boutique development to SaaS platform
- Built and validated scalable pricing model with enterprise customers
- Developed and put in place appropriate process and contracts appropriate for our size
- Defined a value proposition for PC / Console game publishers based on data

#### CEO | FOUNDER

**Ondaka, Inc.** Mar 2017 - Jan 2023

- Closed multiple contracts (including Fortune 500 companies) before building the product and delivered initial user experience built entirely on 3rd party software
- Iterated quickly on product with early customers/partners to increase usage, identify new use cases, and expand revenue opportunities
- Extended agile methodologies from product and engineering across the company to sales and business development, improving communication across groups
- Gained credibility for our product by being named "Most Promising Company" at the Offshore Technology Conference, the world's largest tech conference for O&G

#### CHIEF OPERATING OFFICER | FOUNDER

**PacketZoom, Inc. (acquired by Roblox)** Nov 2013 - Jan 2017

- Scaled from 2 to a team of 20+ while mentoring junior teammates to give a transparent view into startup business activities
- Defined features and onboarding workflow for developer customers to ensure easy integration of our SDK
- Built Industry specific pricing model, forecast, budget, and financial model
- Led Sales & BD, growing customer base to 50 apps in production (including large publicly traded companies) enabling product to collect billions of data points / month

[johnpjoseph1@gmail.com](mailto:johnpjoseph1@gmail.com)

1-415-601-1245

[linkedin.com/in/johnpjoseph1/](https://www.linkedin.com/in/johnpjoseph1/)

Burlingame, CA

### SKILLS

Product Management  
Business Modeling  
Financial Modeling  
Pricing  
Computer Vision / AI  
Business Modeling  
Road mapping  
Cross-functional Team Leadership  
Distributed Team Management  
System Level Thinking  
Startups  
Cat Herding  
Requirements Definition  
MVP Definition  
Consumer SaaS  
Enterprise SaaS  
B2B SaaS  
Mobile Gaming  
Mobile App Development  
Digital Transformation  
AR/VR/XR

### EDUCATION

#### BACHELOR OF SCIENCE

**Queen's University @ Kingston**

Computer Science

#### Alchemist Accelerator

Class 18

#### Stanford StartX

P19 Cohort

#### Creative Destruction Labs

Graduate: Energy Stream 2020

## **VP PRODUCT & ENGINEERING**

**PlayHaven** Aug 2011 - Jul 2013

- Managed both the Product and Engineering organizations with a team of 35+ people and an operating budget of \$5MM reporting directly to the CEO
- Refined features of 2-sided marketplace with input from all stakeholders (app publishers, advertisers, and internal executive team.)
- Scaled the Product team to meet demand increasing from 400 game publishers & 45MM monthly uniques to 5000+ game publishers & 500+ MM monthly uniques
- Evaluated platform specific SDKs and led overhaul of platform coverage, bringing in experts to rebuild our offering driving publisher adoption up 75%

## **SENIOR PRODUCT MANAGER**

**Hands-On Mobile** May 2008 - Apr 2010

- Developed a go-to-market strategy for mobile developer network, recruited domestic & international developers, and launched a revenue generating business in 6 months