

JOHN P. JOSEPH

INNOVATIVE PRODUCT LEADER

I'm a product-focused leader with a proven ability to bring both consumer and enterprise products to life the right way. I do this with clear requirements, fast iterations, ruthlessly minimizing scope, communicating honestly with customers, and most importantly, building trust with my team.

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Burlingame, CA

EXPERIENCE

FOUNDER | CEO

Ondaka, Inc. Mar 2017 - Present

- 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
- Closed multiple contracts (including Fortune 500 companies) before building the product and delivered initial user experience built entirely on 3rd party software
- Created a sales strategy to reach decision makers faster than conventional enterprise sales tactics by leveraging social selling techniques for traditional heavy industries
- Gained industry-wide credibility for our product by being named "Most Promising Company" at the Offshore Technology Conference, the world's largest tech conference for O&G

FOUNDER | CHIEF OPERATING OFFICER

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

- Scaled from 2 to a team of 20+ while mentoring junior teammates to give a transparent view into startup business activities
- Built Industry specific pricing model, forecast, budget, and financial model
- Pitched top-tier, seed stage VCs, raising \$6.5M in seed funding across 2 rounds
- Led Sale & BD, growing customer base to 50 apps in production (including large publicly traded companies) enabling product to collect billions of data points / month

VP PRODUCT & ENGINEERING (PROMOTED)

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
- 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 - Aug 2011

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

SKILLS

Product Management

AR/VR/XR

Computer Vision / AI

Business Modeling

Roadmapping

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

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