

# Matt Maggard

Digital Product Executive in Los Angeles  
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Available for **PRODUCT LEADERSHIP ROLES** to define growth strategy, build teams and develop world-class execution for internet-scale businesses.

- **Experienced in Product Strategy**

**What to build and why:** insight, innovation, competitive analysis, business model and brand.

- **Long History of Product Development**

**Tactics to execution:** hone and perfect creative direction, UX / UI, technology and infrastructure.

- **Iterative, Data-Driven Approach**

**Try, learn, repeat:** Once you have a viable product, build features that reinforce the strategy.

- **Team Management & Leadership**

**Mentor for growth:** I've built teams with 10 direct reports and set priorities for teams of 25 engineers.

- **20 years of building great user experiences**

I've launched more projects than I can count. I started in UI/UX design and front-end development at an interactive agency working on projects for brands like Animal Planet, then developed online marketing skills to grow revenues for companies like Wet Seal and Nestle. I set strategy and built my own team of designers, engineers and marketers as head of MGM Studios' online unit, owned a full platform UI redesign for Match.com's niche sites division, and scaled Society6's marketplace business to over a billion SKUs as head of product. I'm always looking for my next challenge.



B.S. Journalism, Advertising Focus; Minor Business Administration

University of Oregon



**Sr. Product Manager | Honey — Santa Monica, CA | 9/2017 – Present**

With 250% YoY growth and a staff that has tripled in the last year, Honey is a growth-phase commerce startup that helps users always get the best deal from every store online. I joined as Sr. PM reporting directly to the CEO with the task of building a marketplace to help brands to reach customers from a single platform (an American TMall) and scaling its member cash-back program while bringing efficient process to the team of 5 product managers and 60 engineers.



**Product Director | Society6 / Demand Media — Santa Monica, CA | 2/2014 – 8/2017**

Society6 is an on-demand manufacturing marketplace helping the world's artists sell their work across a range of consumer products. We would handle marketing, manufacturing, fulfillment and customer service while artists earn royalties on every sale. I joined as 15th employee and first Head of Product to oversee all feature development. Over my 3 years, we grew revenues from \$20M to \$70M, doubled conversion rate, launched a mobile website and an iOS app, added 20+ new products, built a photorealistic 3D rendering system for products that don't exist until ordered, while supporting a rapidly scaling platform that added 1M new SKUs to the platform every single day – for over a billion product combinations from several hundred thousand independent artists worldwide. All with less than 50 staffers running at \$1.2M per head.



**Product Director | Causecast — Los Angeles, CA | 1/2013 – 1/2014**

A startup in the 'Employee Engagement' B2B segment, Causecast's SaaS platform for volunteering and employee giving helps enterprise clients empower their staff to give back to the community. As Product Director, I led design and development of its V2 platform along with managing custom integrations for clients such as for Neiman Marcus.



**Product Manager, People Media | Match.com / IAC — Los Angeles, CA | 6/2011 – 1/2013**

OurTime.com, the premier dating site for over-50 singles, is the primary property in Match.com's niche sites unit. The division operates 20+ targeted dating sites with 10M monthly unique visitors, 500K subscribers and \$80M/year in revenue. As Product Manager, I ran a full platform redesign — the first in a decade — that fully utilized the division's engineering and QA staff, along with an outside design agency, and a year's time to complete. People Media's GM:

*"Matt was instrumental in driving our redesign forward, the largest product led initiative we've tackled in the history of People Media. His keen UI knowledge and his designer's eye helped us hone in on our new, stunning look. He was pivotal in every major change we made, and we made drastic changes."*

# Matt Maggard

Strategy + Execution. Change the world. *Let's Win.*



**Online Strategy Consultant | rmKinetic Consulting — Los Angeles, CA | 2010 – 2011**

Brought in by my former boss at MGM, I developed product strategy and proposals for client pitches.



**Senior Online Marketing Manager | CauseForce Inc. — Los Angeles, CA | 5/2009 – 7/2010**

My team of 7 built e-commerce websites, e-marketing and social media for CauseForce's charity fundraising events. We launched site redesigns for the company's 3 brands and processed \$30M/year in online donations.



**Director, MGM Online | Metro-Goldwyn-Mayer Studios — Los Angeles, CA | 6/2006 – 10/2008**

At MGM, I was responsible for the studio's entire online presence. As Director, I owned everything from product strategy, creative direction, development, e-marketing, content, roadmap and server infrastructure to P&L, vendors and contracts for MGM.com, Stargate.MGM.com, movie microsites and more. I led a team of 10 including designers, developers and content managers. When I joined MGM, I was tasked with a top-to-bottom MGM.com overhaul. In six months, we had hired a team, signed contracts, set up new servers, and redesigned and rebuilt MGM.com from the ground up.



**New Media Director | Impress Communications — Woodland Hills, CA | 2006**

Handled client relationships as account manager for the agency's online media division. Managed development of multiple Nestlé sites and email marketing campaigns to support their launch.



**Email Marketing Consultant | Wet Seal — Foothill Ranch, CA | 10/2005 – 3/2006**

Collaborated with in-house Email Marketing Manager to concept and design email & landing page campaigns to successfully drive Holiday and Valentine's e-commerce sales for the teen fashion brand.



**Director, Website Development | Diskeeper Corporation — Burbank, CA | 3/2003 – 9/2005**

Department head responsible for the product management, design and development of company websites and e-commerce stores. I directly fulfilled Art Director responsibilities and management of front-end and back-end developers.



**Web Design & Information Architecture Consultant | Marketing Messages — Boston, MA | 2002**

I architected and designed a new website which presented the service (automated on-hold messages) in a more humanizing light while also driving new sales leads with a streamlined lead-gen process.



**UI / UX Designer, Developer, Information Architect | MarchFirst — Portland, OR | 10/1998 – 6/2001**

I launched my career during the gold rush days of the dotcom boom at an interactive agency with the opportunity to work for some of the world's leading brands including Animal Planet, HP and many more.

\* **Work product – Society6:** The Art Engine > [mggrd.com/ArtEngine](http://mggrd.com/ArtEngine) | Power through Platform > [mggrd.com/Platform](http://mggrd.com/Platform)

\* **Work product – MGM:** MGM TV Proposal > [mggrd.com/MGMTV](http://mggrd.com/MGMTV) | MGM Online Proposal > [mggrd.com/MGMonline](http://mggrd.com/MGMonline)

\* **Work Product – LA Times Proposal:** Re-Inventing the LA Times > [mggrd.com/LAT](http://mggrd.com/LAT) | Design > [mggrd.com/LATdesign](http://mggrd.com/LATdesign)

My business philosophy: Growth

Growth requires both strategy and execution. Without a viable strategy that can rapidly increase revenues or scale a userbase, you'll never be a serious contender. And without spot-on execution, you'll miss your chance when opportunity presents itself.

Growth is competitive. It's a measuring stick. And cash in the bank. Growth wins.