

Matt Maggard

Digital Product Executive in Los Angeles
818-281-1391 | Matt@MattMaggard.com

Available for **PRODUCT LEADERSHIP ROLES** to define growth strategy, build teams and develop world-class execution for internet-scale businesses.

• Product Strategy

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

• Product Development

Tactics to execution: perfect the 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

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

• 19 years of experience

I've worked for internet-only companies, traditional brands and interactive agencies. I started as a designer and developer, then information architect and on to product owner. Now, strategy and execution to grow at scale.

• Success in numbers

I've built a \$70M / year marketplace, led the sitewide redesign of an \$80M / year dating platform, owned P&L and managed 25 person teams.

• Dozens of projects for major brands

Beyond tech, execution for brands in entertainment, fashion, and more.



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

University of Oregon



society6 Product Director | Society6 / Leaf Group — Santa Monica, CA | 2/2014 – Present

Society6 is a marketplace business helping the world's artists sell artwork, home decor, apparel and more. 'S6' handles 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. My team of Product Managers, UI / UX Design and two dozen Full Stack Engineers took an MVP startup and built an enterprise-ready platform consisting of: 1) an on-demand manufacturing workflow to economically offer long-tail / low-volume product sales, 2) UGC product design tools with photorealistic 3D renderings of not-made-until-you-buy-it products, 3) an artwork discovery network to find and elevate top content. I held responsibility of all platform functionality for artists, customers and manufacturers on desktop, mobile and iOS.

Over the past 3 years, the S6 platform tripled revenues to \$70M, added 20 new product types, tripled designs uploaded per day to 4K – adding 1M new SKUs to the platform every single day – for over a billion product combinations available for sale from several hundred thousand independent artists worldwide. All with less than 50 staffers running at \$1.2M per head.

* **Work product:** The Art Engine > mggrd.com/ArtEngine | Power through Platform > mggrd.com/Platform

CAUSECAST 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 Director of Product, I led design and development of its V2 platform along with custom client projects such as automated payroll deductions for Neiman Marcus.

match 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 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 managed 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.

* **Work product:** MGM TV Proposal > mggrd.com/MGMTV | MGM Online Proposal > mggrd.com/MGMOnline



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.

* **Side project:** Re-Inventing the LA Times Proposal > mggrd.com/LAT | Design > mggrd.com/LATdesign

* **Side project:** AlmsWear, my charitable t-shirt concept in partnership with LA's Midnight Mission > mggrd.com/Tee

* **Side project:** Pearloo, a location aware mobile coupon startup I pitched to TechCrunch 50 > mggrd.com/Pearloo

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.