

# Mike Moir

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# Resume

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\*\*\*\*\* CROSS-DISCIPLINE PROFESSIONAL \*\*\*\*\*

## Web Product Management - Interactive Marketing – Information Architect

### OBJECTIVE

Seeking an exciting position with an aggressive and growing company that values experienced and results-oriented professionals. Looking for a company with a creative entrepreneurial culture and a unique product vision.

### SUMMARY

My passions lie in developing exceptional products and services and bringing them to market. I am a web product manager, information architect and interactive marketing professional with an extensive background with web businesses and major brands. I began my career working with top-tier consumer brands through my work with IBM and Razorfish and then transitioned to my own consulting practice focused on helping early stage web businesses.

I have always been focused on helping businesses to connect and engage with their customers by leveraging the web as a platform with it's social, mobile, personalized, localized and real-time capabilities. I believe that success is best realized through continuous iterations, testing and through relentless customer feedback.

### SKILLS PROFILE

- **Web Product Management** - Full lifecycle, Market Analysis, Product Strategy, Feature/Release Roadmaps, MRD, PRD, Functional Design
- **Information Architecture** - Wireframes, Mockups, Prototypes, User Personas, User Centered Design
- **Social Media** - Presence Management, Audit/Strategy, Presence Management, Branded Content, Conversations, Sentiment Analysis/Actionable Insights
- **Outpost Marketing** - Lead Development, Influence Outreach, Build Loyalty, Drive Conversions
- **Consumer Strategy** - Brand Awareness, Customer Acquisition, Relationship Programs, eCRM
- **Content** - Analysis & Strategy, Taxonomy, Metadata/Keywords, Search/SEO
- **Online Communities** - Community Development, Engagement Tactics, Community Platforms
- **Evangelist** - Blogger, Conference Speaker, Thought Leader

## RECENT EXPERIENCE

### **Mike Moir Consulting (4/2008 - Present)**

*Web Product Management Services*

Currently, I provide product and marketing services to several early stage startups in the bay area.

- CareerIgnite.com – Business Relationships Tool
- MapExploria.com – Social Maps Platform Site
- Boomity.com - Group Site Social Network
- Academics.org - Next Generation E-Learning Platform
- WereYouThere.com - Story Site & Social Network
- Satmetrix - Social Engagement Platform
- Inmarkit.com - Social Shopping Platform

### **Questus - San Francisco - (4/2006 - 4/2008)**

*Full Service Agency*

VP of Tech / Marketing Strategist

As part of the agency's core leadership team provided organizational direction and ran the technology discipline. Provided solution expertise to leading media and entertainment brands with web solutions and digital marketing and social engagement programs.

- Verizon Consumer Portals - Played lead role in a large scale consumer portal strategy and technical architecture. Portal framework was best-in-breed including BEA, Interwoven, ROO Video, Choicestream Personalization, Oberon Games, LiveWorld Community and CA SSO.
- NFL - Led the development/launch of a 12-Game Online Pro Football Game Broadcast Package
- Verizon Community Site - Vision/Strategy, Implementation Roadmap, Technical Plan, Community Operational Programs
- BankRate - Strategist for Site Redesign & New CMS Implementation
- Various Entertainment Sites - Grammys 2007, Dave Matthews Site (Webby Award Winning), Fergie, Gwen Stefani
- Partnerships - Built "Go-To Market" Programs with Axcion (SEO), LiveWorld (Community), Offermatica (MVT), Trideon (CMS)

### **Leverage Software - San Francisco - (1/2006 - 4/2006)**

*Online Community Solutions*

Independent Consultant

Realigned product plans with identified market opportunity and customer needs. This consulting engagement involved both product and technical level planning.

- Delivered Competitive Landscape Analysis & Product Positioning Strategy
- Assisted in the development product platform framework and feature roadmap
- Provided consulting guidance in setting up a product management discipline

**Avenue A | Razorfish - San Francisco - (1/2003 – 11/2005)***Full Service Agency*

Managing Architect

Performed as a marketing strategist and technical architect for Razorfish's two major consulting offerings; Digital Marketing Services and Enterprise Solutions.

- Napster - Architect lead on site redesign. Lead the strategy for community engagement and social music programs.
- Visa - Enhanced analytic reporting system to integrate web reporting with email program campaigns to facilitate deeper actionable insights.
- McKesson - Supported McKesson.com redesign with Site Architecture and CMS strategy oversight.
- E-Loan.com - Architect for Lead Generation Program using optimized landing pages (MVT).
- Genentech - CRM Strategist and developed a comprehensive set of planning deliverables including enterprise CRM architect, roadmaps and pilot programs.
- Razorfish Enterprise Solutions Group - As West Coast Practice Lead led Portals and Content practice.

**FamilyPass - Santa Rosa - (03/2001 - 1/2003)**

Online DVD Rental WebSite

VP Product

As part of the founding management team built a business from scratch that had a "NetFlix" like business model only with a niche focus on the education markets. This company built one million customers in 2 years using non-traditional marketing programs such as co-brand sites for affiliate partners and word of mouth incentive programs. Functioned as the VP of Tech and as a Web Product Manager with the following major accomplishments:

- Orchestrated all site technology and product management activities
- Executed a comprehensive set of marketing programs (email campaigns, SEO, newsletters, reciprocal partner marketing)
- Built a sophisticated Affiliate Program enabling a "Build your own DVD Rental Store" capability
- Developed an API service offering that allow partners to integrate with Commerce, Content and Inventory data
- Established outsourced managed hosting environment for Site Operations & Infrastructure
- Architected and led a team that developed a DVD Rental Web Site and it's Back-office Systems
  - Marketing Support Systems
  - Content Management
  - Partner API Program
  - Customer Service
  - Inventory & Fulfillment Systems
  - Management & Operational Reporting

**ADDITIONAL WORK HISTORY****Totality Corporation - San Francisco - (05/2001 - 03/2002)**

*eBusiness Infrastructure Management*  
Managing Architect

**Lante Corporation - San Francisco - (09/1997 - 05/2001)**

*Web Agency*  
Senior Solutions Consultant

**IBM Global Services – Philadelphia - (02/1993 - 02/1997)**

*E-Business Consulting*  
Technology Consultant

**EDUCATION**

B.S., Dual Major: Computer Science & Psychology  
Millersville University - Pennsylvania

**OTHER STUFF**

**Conference Speaker** – MEDIA “The New Verizon – from Telco to High-touch Internet Brand”

**Places I’ve Traveled** – Amazon Jungle, Zanzibar, Bali, Machu Picchu , Fargo

**Things I like** – Film Making, Emerging Science, Architecture, Maps