

Mike Moir

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Resume

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

Web Product Management - Information Architect - Web Marketing

OBJECTIVE

Seeking an exciting position with an aggressive and growing company that values experienced and results-oriented professionals. I am a cross-discipline hybrid of strategy, marketing and deep technology. Looking for a company with a creative entrepreneurial culture and a unique product vision. Additionally, I am targeting companies with a focus in the areas of Web 2.0, Social Media, Community and Engagement Marketing.

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 have always been focused on helping companies to connect and engage with their customers by embracing new technologies such as Social Media, Community, Digital Entertainment, Web as a Digital Platform and other Web 2.0 movements. 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 Roadmapping, MRD, PRD, Functional Design, Cross-Discipline Orchestration
- **Information Architecture** - Wireframes, Interaction Design, Wireframe, Personas
- **Emerging & New Media** - Social Media, Community Programs, Influence/Social Marketing, Widgets, Mobile Web, Video, Rich Media
- **Consumer Strategy** - User-Centered Design, Brand Awareness, Customer Acquisition, Relationship Programs, Social Engagement
- **Traditional Marketing** - Advertising, Branded Content, Commerce, Personalization, Analytics, SEO/SEM, Optimization
- **Online Communities** - Community Strategy & Engagement Tactics, Community Platforms, Community Management/Moderation, Community Strategy & Engagement Tactics
- **Domain Knowledge** - Music, Games, Movies, News, Gossip, Financial, BioTech
- **Evangelist** - Blogger, Conference Speaker, Thought Leader

RECENT EXPERIENCE

Mike Moir Consulting (4/2008 - Present)

Web Product Management Services

Have played key team role with several early stage startups in the capacity of web product manager and social media marketing strategist.

- 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 Axcium (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 - (1/2004 – 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 - (03/2002 - 1/2004)

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 – Recently: iMEDIA “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