



MORE INFO @ DARRYLFELDMAN.COM

MHOAM ?

20+ years of experience specialising in developing digital consumer products

10 years of product leadership experience working client side, creating mobile apps and web services

9 years creative direction experience working for consultancies and agencies

15 years of experience in building and leading teams of up to 80 people

6+ years of entrepreneurial experience in start-ups developing business plans, products and services.

Strengths in developing consumer facing products, end-to-end services and hardware / software ecosystems.

Know-how in helping companies transform themselves and disrupt markets using digital technologies.

Experience in getting agile and lean practices up and running and executing with excellence.

SKILLS

Product ideation and management: Developing new and disruptive product and service ideas – starting with the business case, competitive analysis and user needs through to clear definition of ideas, testing market fit, feature prioritisation and roadmap. Ongoing measurement and analysis of performance against KPI's.

User experience and service design: Creating product experiences that are elegant, intuitive and a delight to use. Designing end-to-end services and apps for every context – desktop, tablet and phone.

Agile product development: Leading and mentoring multidisciplinary / technical teams to deliver outstanding quality results. Incorporating lean best practices to gain competitive edge and time to market. Developing international platforms and products that are relevant in local markets.

Digital marketing: Developing online campaigns, social media, and SEO to build brands. Creating the marketing mechanics to drive traffic, acquire users, gain adoption, and bring them back to the product.

MANAGEMENT EXPERIENCE

Leading, managing and motivating multidisciplinary product teams to deliver outstanding results

Deep experience in leading core product teams: Setting up agile processes Product management / Product owners Business Intelligence Market and user research UX and visual design Front and back-end development

Also able to lead marketing: Performance based online marketing – SEO and SEM Creative – online advertising and campaigns Social marketing - Facebook and viral

MANAGEMENT EXPERIENCE

Building up new teams: sourcing and hiring product & development talent and establishing new agile processes for efficiency and growth

Introducing product-centric & lean culture to organisations enabling them to innovate and disrupt through digital technologies

Turning around existing teams: restructuring and transforming established teams to increase performance and motivation. Introduction of agile processes to improve focus and delivery

Internal education & coaching : supporting senior management in decision making and the prioritisation of efforts, cross departmental coaching and collaboration to bake new ways of thinking and doing into the companies culture



ShopWindoz: enabling designers to build a creative, rich digital presence in a few easy clicks.





cool art design print cartoon necklace acryl silver sixties twiggy mod beat mini dress mary quant a-form courreges vintage steampunk bras summer shirt berlin fashion style schwarz mode top t-shirt organic guertel neuheit modern exklusiv safety belt

ShopWindoz: digital shop windows express creativity, uniqueness - and sell.











Times Square

Renaissance New York Times Square

NOKIA HERE MAPS: BUILDING A LOCATION AWARE ECOSYSTEM

ROLE: PRODUCT DIRECTOR

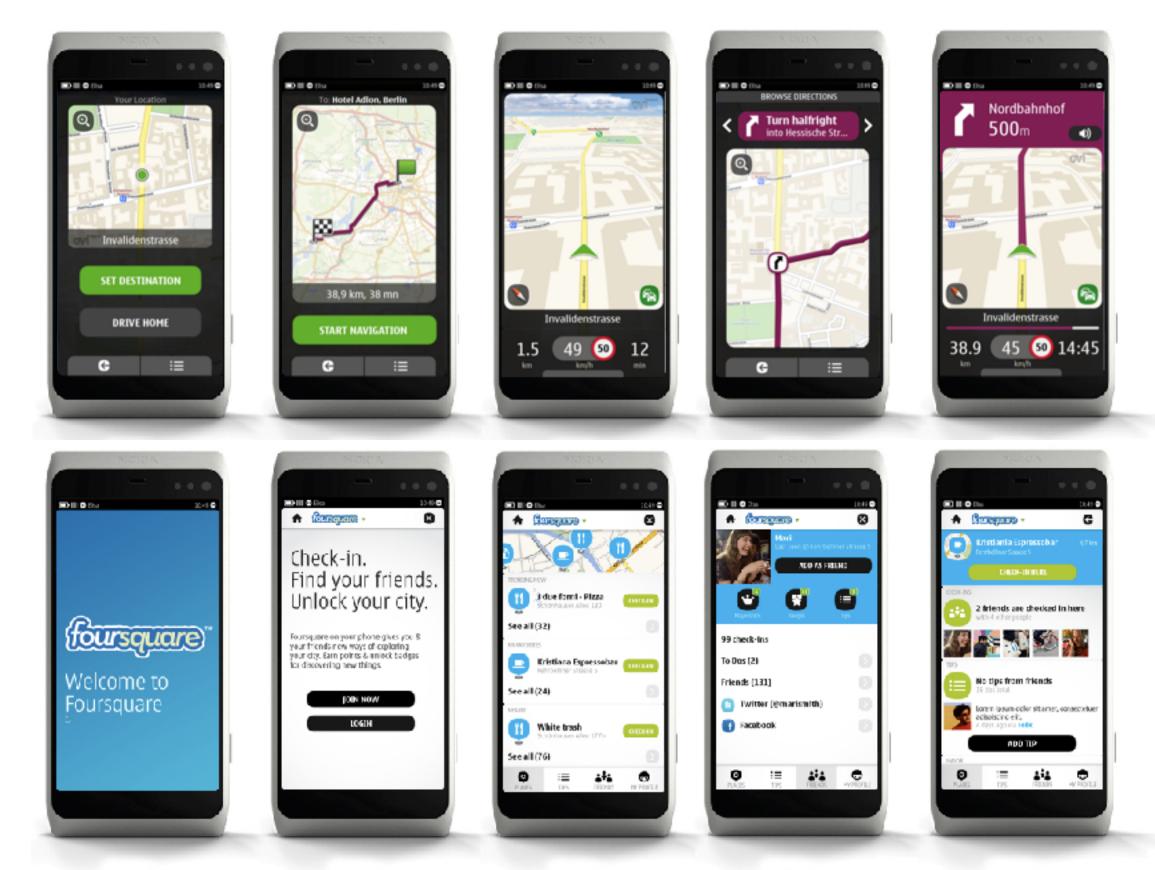








CHALLENGING THE CONCEPT OF NATIVE APPS WITH AN OPEN WEB BASED FRAMEWORK AND SDK FOR CREATING LOCATION AWARE APPS





ROLE: PRODUCT DIRECTOR

DAWANDA: BRINGING THE MAKER MOVEMENT TO THE MAINSTREAM





REDESIGNED SERVICE TO BE MOBILE FIRST AND ENABLE A SMOOTH RETAIL 'ON THE GO' SHOPPING EXPERIENCE

VE RY

WELCOME TO THE MARKETPLACE FOR UNIQUE AND HANDMADE ITEMS

G.J

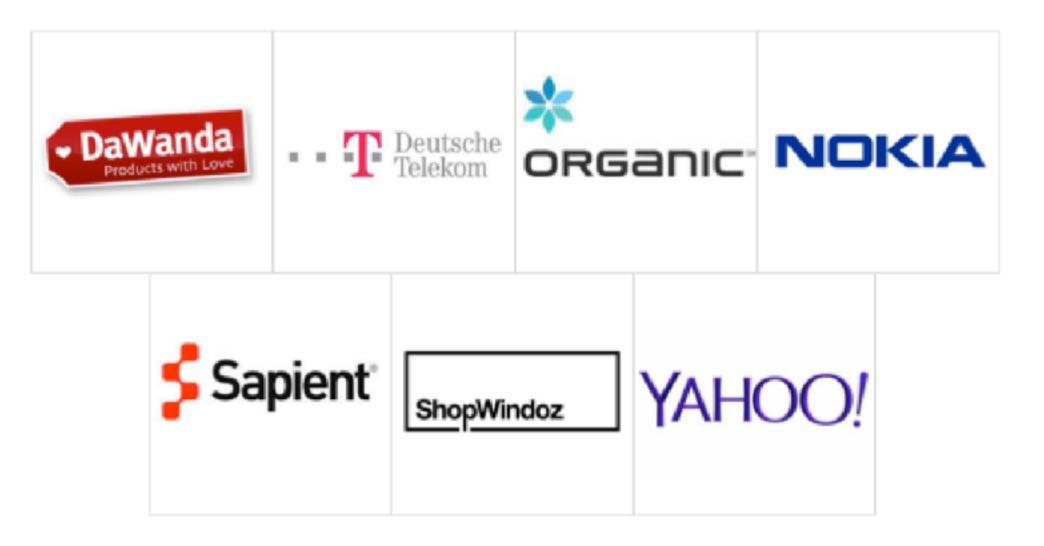
Alle Barred

UND IST ENTSETZT: SO VIELE FRAUEN, UND S

charrow", doe sof De ait 2009 Nahaets und Stoffe verkauft



COMPANIES I HAVE WORKED |





BRANDS I HAVE WORKED WITH



INDUSTRY BACKDROP: THE NEXT WAVE OF DIGITAL IS UPON US



AN OVERUSED INDUSTRY BUZZWORD BUT WE ARE IN THE MIDST OF AN UNPRECEDENTED INDUSTRIAL TRANSFORMATION.

CHANGING CONSUMER BEHAVIOUR AND EMERGING TECHNOLOGIES ARE CREATING AN ENVIRONMENT THAT BOTH CHALLENGES THE STATUS QUO AND CREATES HUGE OPPORTUNITY.

THE BIG PLAYERS ARE TRYING HARD TO INNOVATE WITH THEIR OFFERINGS TO HOLD ON TO MARKET SHARE.

CONSUMER NEEDS AND EXPECTATIONS HAVE CHANGED

CHOICE AND FREEDOM NO COMMITMENT, NO TIES 24X7 ALWAYS ON ACCESS ON THE GO MEDIA CONSUMPTION SOCIAL PARTICIPATION PERSONALISATION CONSCIENTIOUS CONSUMERISM

THE MILLENNIAL MINDSET

90% OF THE WORLDS DATA CREATED IN THE LAST 2 YEARS [E.G. 5.7K TWEETS PER SECOND]

WE EACH RECEIVE BETWEEN 3000 - 25000 DIGITAL MESSAGES A DAY - ONLY ~250 WILL SINK IN

77% OF US DUAL SCREEN WHILE WATCHING TV

PHONE PC TV

GLOBALLY MEDIA CONSUMPTION IS HIGHER ON PHONE THAN PC OR TV

WATCHING TV IS HIGHER ON

ENERGING TECHNOLOGIES THAT ARE NOW MAINSTREAM (OR SOON WILL BE)

WEARABLES - A NEW PERSONAL COMPUTING PARADIGM. INTERNET OF THINGS - EVERYTHING CONNECTED & SENSORS DIGITAL WALLET - BITCOIN AND MOBILE PAYMENTS THE CLOUD - UBIQUITOUS DATA **3D PRINTING - SELF FABRICATION** VR - NEWIMMERSIVE WAYS TO INTERACT WITH THE WORLD







INNOVATION POWER RAMPS UP TO DISRUPT

YESTERDAY:

\$\$\$\$\$ \$\$\$\$\$

X10 POTENTIAL INNOVATORS

1/10TH COST TO INNOVATE







100X INNOVATION POWER



BARRIERS TO MARKET ENTRY LOWER THAN BEFORE - AN OPEN DOOR FOR DISRUPTION

9.1 MIO DOWNLOADS



THOMAS SUAREZ 12 YEAR OLD APP DEVELOPER



10.3 MIO FUNDING RAISED



PEBBLE KICKSTARTER CAMPAIGN



DANEBOE CREATOR OF YOUTUBE HIT ANNOYING ORANGE

3.5 MIO YOUTUBE SUBS



THE DIGITAL MARKETS OPENING UP CREATING OPPORTUNITY FOR INNOVATION & DISRUPTION

FINTECH

PAYMENT / PERSONAL FINANCE / INVESTMENT / BANKING

AUTOMOTIVE ENTERTAINMENT

CONNECTED CAR / DIAGNOSTICS / NAVIGATION / SELF-DRIVING

TVOD / CONNECTED TV / TABLETS & SMARTPHONES

HEALTHCARE

SELF-MONIITORING / WEARABLES / DRUG DEVELOPMENT / 3D PRINTING

LOGISTICS

DRONES / TRANSPORTATION / SUPPLY CHAIN /

MANUFACTURING

3D PRINTING

TV / HONES

SO IN SUMMARY...

BIG PLAYERS NEED TO INNOVATE & DISRUPT OR

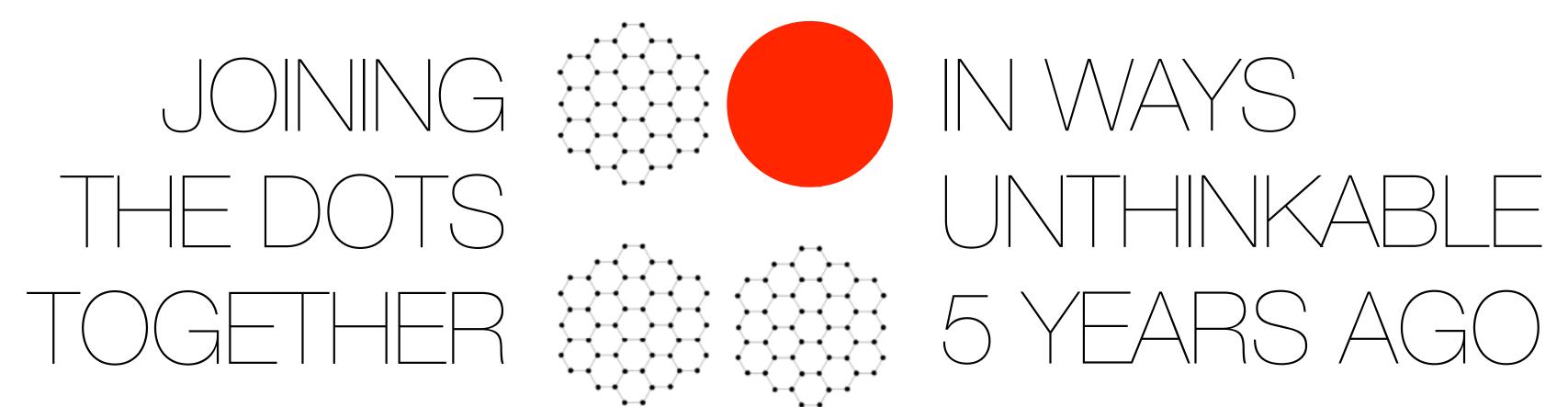
THE MARKET IS OPEN TO NEW CHALLENGERS WHO ARE CHALLENGING THE STATUS QUO AND WINNING CUSTOMERS

THE IMPORTANCE AND ROLE OF PRODUCT IN THIS NEW WORLD

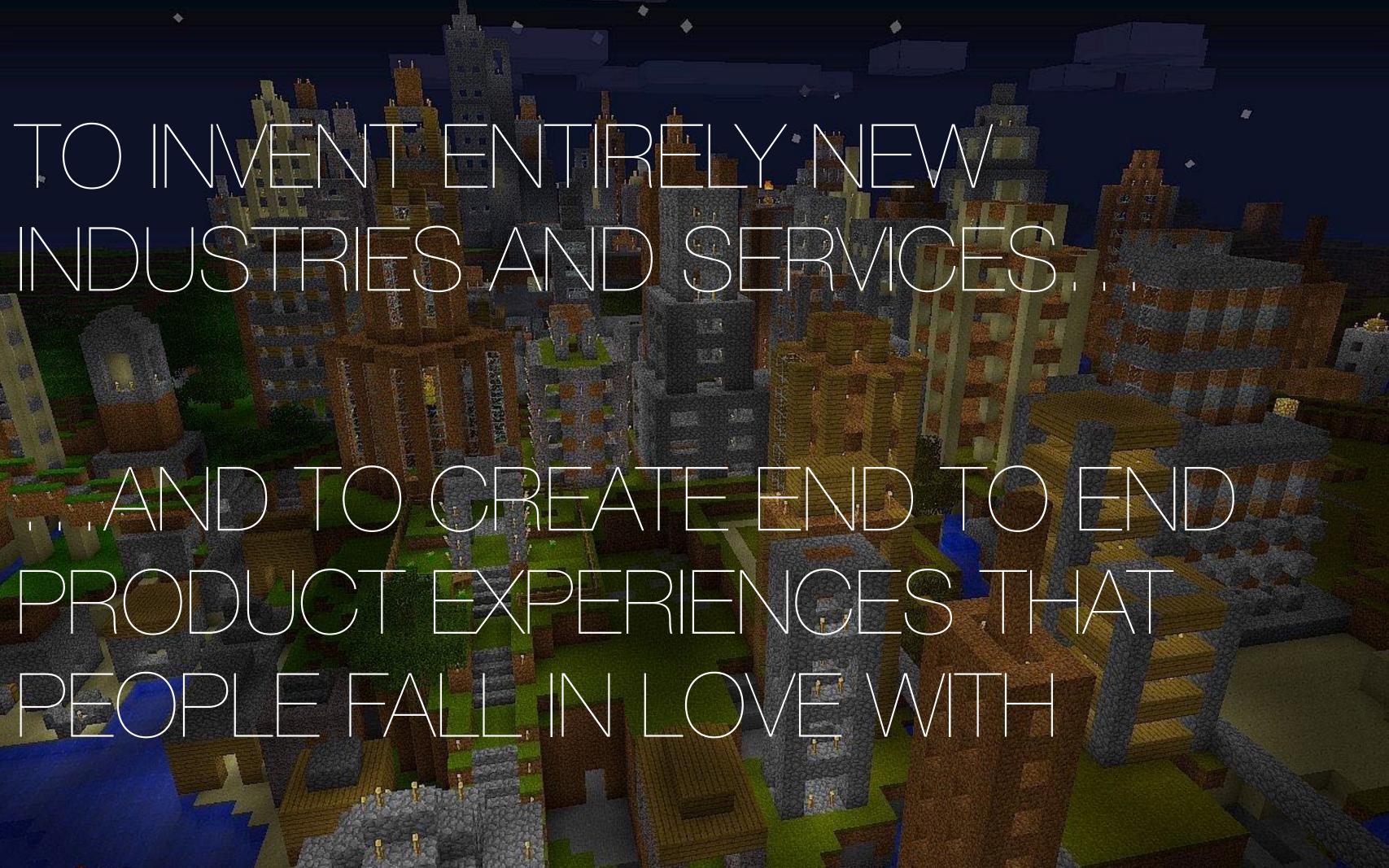


A RECENT QUOTE FROM COMPANY CEO ON ME BEING HIRED AS CPO

DISRUPTION IN 2015 MEANS

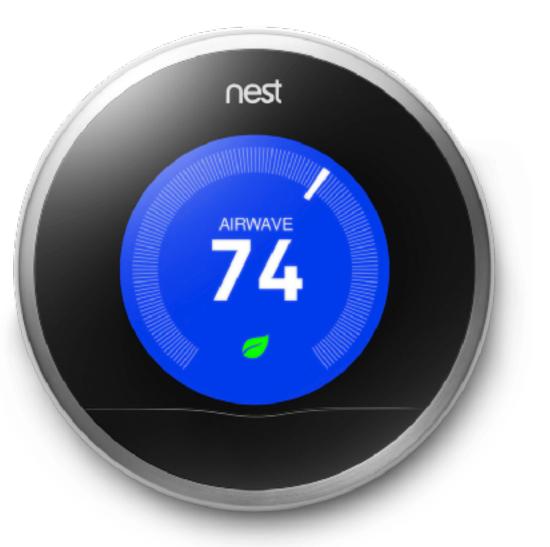






SMARTHOME AUTOMATION

CARSHARING





REINVENTING THE MUNDANE, REDUCING ENERGY CONSUMPTION, CONVENIENCE & CONTROL TRANSFORMING TRANSPORATION, REDUCING FUEL CONSUMPTION, CONVENIENCE





GAMIFICATION OF HEALTHCARE, BIG DATA, PART OF THE MAJOR CONSUMER ECOSYSTEM

CONNECTED CAR

PAYMENTS & POS





Accept payments. Everywhere.



USING SENSORS & DATA TO SIMPLIFY AUTOMOTIVE EXPERIENCE, SELF-DRIVING, DIAGNOSTICS, SMART NAVIGATION, ENTERTAINMENT CHEAP HARDWARE ENABLING RETAIL LONGTAIL, SIMPLICITY, MOBILE FIRST

INTERNET OF THINGS



INNOVATIVE UI, PHYSICAL EXTENSION OF DEVICES, CONTROL HOME / MUSIC / LIFE FROM ONE BUTTON

RODUCT-CENTRIC ORGANISATIONS TEND TO DOMINATE AND I EAD THE MARKET.



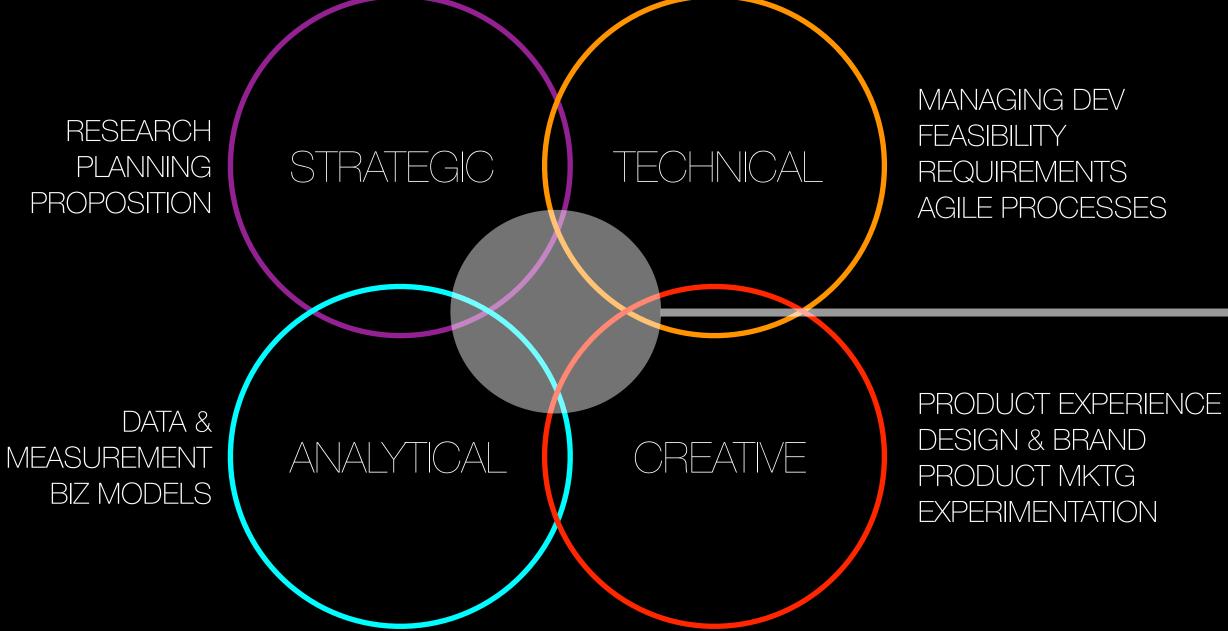
... THIS IS BECAUSE THEY ARE OBSESSIVE IT THER CLISTOMERS AND GO ABOVE AND REYOND SERVICING THEIR NEEDS







CORE PRODUCT SKILLS NEEDED TO LEAD



ABILITY TO SEE THE SOLUTION FROM DIFFERENT PERSPECTIVES - JOIN THE DOTS

APPROACHES TO PRODUCT MANAGEMENT ARE CHANGING

DESK RESEARCH / FOCUS GROUPS

STRATEGY POWERPOINTS

CREATING LARGE VOLUMES OF SPECS

DETAILED PROJECT PLANS

LOTS OF MEETINGS

LOTS OF KPI'S BASED ON GUESS

TRADITIONAL PRODUCT MANAGEMENT 'TOP DOWN' EXPERIMENT WITH MVP / PROTOTYPES VALIDATION WITH REAL USERS MONITORING ACTUAL USAGE USER STORIES & BACKLOG LEAD DEV & UX / DESIGN HIGH LEVEL ROADMAP

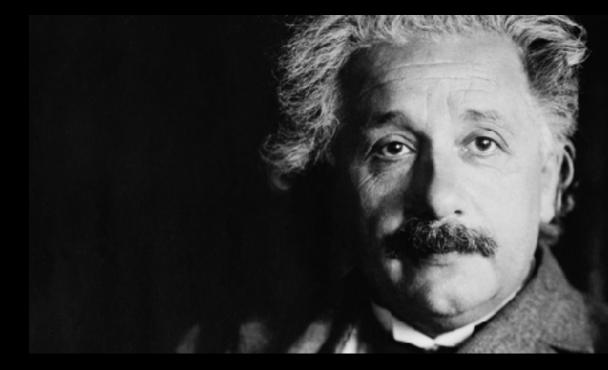
FEW KPI'S THAT ARE MEANINGFUL

MODERN PRODUCT OWNERSHIP 'TEAM DRIVEN' AGILE APPROACH MEANS...

SPEED TO MARKET MEASUREMENT / ITERATION RESPONSIVE TO FEEDBACK IN REALTIME MOTIVATED TEAM

WHAT I LOOK FOR IN A PRODUCT PERSON





THE DIY GUY



THE GENIUS

THE ARTISAN



THE PEACEMAKER

QUESTIONS? - LET'S TALK!

