EDWARD JACKSON

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SUMMARY

Innovative and strategic professional with a diverse background in product management spanning both software and consumer hard goods. Blend of technical skills, agile/scrum management experience, a background in user insights, a healthy obsession with understanding the end user and a strong belief in the transformative power of blockchain technology. Growth minded lifelong learner with a history of building strong teams and relationships.

TECHNICAL SKILLS

- JavaScript, Python, Solidity, HTML/CSS, Git, AWS, Google Cloud, WordPress & Jira

PROFESSIONAL EXPERIENCE

AlliedBlock, Cambridge, MA   **January 2018-present**
Product Manager / Founder

- Bootstrapped company growing it from $0 to $200k in revenue during the first calendar year.
- Led multiple simultaneous software development projects from concept to launch across multiple technology stacks utilizing scrum process best practices.
- Completed the development and launch of one of the first mobile focused NFT marketplaces for Android and iOS allowing users a simple onramp to token ownership.
- Helped conceptualize and develop the cryptocurrency underpinning the in-game economy of the world's largest avatar-based social network (7M active monthly users).
- Effectively communicated between client teams and AlliedBlock's 40+ global software design and development contractors to assure projects met all client expectations.
- Conducted iterative product user testing including user interviews, workshops, and surveys to inform product development decisions.
- Developed Software Requirement Specifications (SRS) alongside clients to baseline product development with detailed business level and product level requirement sets.
- Developed and maintained multiple Product roadmaps based on granularity for clients to share within their teams to assure product vision stayed in focus and all stakeholders remained aligned.

Shark|Ninja, Newton, MA   **July 2015-April 2017**
Product Manager

- Developed Ninja's Generation 3 Coffee product line leading cost down and margin optimization efforts resulting in an average +5% net margin gain.
- Identified retail assortment and trade marketing strategies to satisfy retailer requirements, establish premium brand presence, and deliver product line margin health.
- Developed and implemented the consumer insight methodology used to assess product market fit for Ninja Coffee's UK product ultimately resulting in a successful product launch and a 4.5 star rating on Amazon.

Shark|Ninja, Newton, MA   **July 2014-July 2015**
Associate Product Manager

- Managed Nutri Ninja's product launch in Brazil resulting in revenue 70% above forecasted projections ($3.3M) and 2% market share capture in year 1.
- Managed Nutri Ninja's product launch in Israel which achieved 42% above revenue forecast ($979k) in year 1.
- Assisted with Nutri Ninja's initial launch in the UK establishing foundation for a +$50M business in the market.

Dunkin' Brands, Canton, MA   **April 2013-July 2014**
Assistant Product Manager

- Managed all international promotional campaign and product launch market test analyses developing best practice strategies and toolkits for partner utilization.
- Built detailed market analyses and pricing indexes which helped to define Dunkin's global product strategy.

EDUCATION

NORTHEASTERN UNIVERSITY, Boston, MA   **2010-2013**
Master of Business Administration (MBA)

EMMANUEL COLLEGE, Boston, MA   **2004-2008**
BA in English Writing and Literature

CERTIFICATIONS

BLOCKCHAIN TRAINING ALLIANCE - *Certified Blockchain Solutions Architect (exp. 2023)*