Fred Radford

Software Product Management
SaaS / APIs / Mobile / B2B2C

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Product School
Educating the next generation of Product Managers

Lead Product Management Instructor   2015 - present

- Teaching Product Management and Data Analytics to engineers, designers, founders and Product Managers
- Curriculum includes business, technical and design exercises, including a mini Google Ventures Design Sprint, leading to the creating of a PRD project.
- Created Rubric framework for students; increasing NPS
- Speaker at Product Management conferences & events leading to course sales and mentoring opportunities
- Major topics include:
  - Product Lifecycle • Metrics • MVP • Leadership
  - Marketing • Agile • Design • Public Speaking

Beyond Earth
NewSpace rocket company

Product Management / Founder   2018 - present

- Recruited team resulting in a rocket design capable of launching 30 kg to a 400 km low earth orbit
- Innovated the use of standard drone and electric vehicle components to create space rated hardware at a fraction of traditional aerospace prices
- Developed partnerships resulting in reduction of time and cost of manufacturing enabling $900,000 rocket launches

8x8, Inc. (NYSE: EGHT)
Award-winning Unified-Communications-as-a-Service (UCaaS) provider

Product Management, Virtual Office Desktop   2016 - 2018

- Led redesign and rewrite of existing Softphone product resulting in Gartner Magic Quadrant status 7 years running
- Implemented Agile / Scrum based process resulting in moving from a semi-annual to a monthly release cadence
- Effectively scaled the department by hiring Product Managers and organizing 24 people into 3 teams in the US and Romania
- Used data analytics to increase product adoption by 34%, while managing perceived feature parity deficiencies

Speakeasy Tech
PINless conference calling start-up funded by Bessemer Venture Partners and Salesforce.com Ventures

Director, Product Management   2014 - 2015

- Minimized "Time to Wow" with novel UX designs
- Customer research, resulting in Google Apps being the primary login method
- Invented 3 new delighter solutions, differentiating from other conferencing systems
- Ruthless prioritization that lead to reducing the product line and focusing on the sales use case
- Used Big Data analytics to create financial success metrics enabling Series A financing

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NinjaMyApp Gaming Mobile Backend as a Service (mBaaS)	**Product Management / Founder** • Created business plan, pitch deck and presented to VCs; won SV Entrepreneurs' "Start-up of the Month" • Recruited team of 11 local and remote engineers producing MVP in 2 months and over 100 features within the first year • Utilized lean start-up methodology to develop meaningful products, while keeping burn rate low enabling a 3-year bootstrapped run • Marketed via social media and "growth hacking", leading to recruiting 200 mobile game development studios • Grew the portfolio to 1000+ games, with a peak of 1.3M daily active users & 1B monthly API calls • Reduced ad network integration costs from an average of $800 to $50 per app • Created the architecture for the backend app management, the front-end iOS SDK (objective-c) and the RESTful JSON based middleware API, using latest generation NoSql (MongoDB) and Node.js technologies.	2011 - 2014
Veeem Visual voicemail for carriers	**Director, Product Management** • Authored MRDs, PRDs and executed full SDLC product management, resulting in investor funding	2007 - 2011
Time Warner Cable Fortune 500 Cable TV, Internet, VoIP operator acquired by Charter for $79B	**Director, Product Management** • Launched TWC DigitalPhone™ (landline over cable TV) and grew it to 1.5M subscribers in the first year • Executed partnership with Comcast, Cox and TWC to purchase $4B of wireless spectrum and develop quadruple play (cellular, internet, cable TV and voice) • Deployed digital voicemail product offering, resulting in $20M per year of new business • Saved $700,000 (45%) of project costs by innovating with existing systems instead of building from scratch	2004 - 2007
HelloWorld.com Social networking mobile streaming and video blogging portal (i.e. combined Facebook &YouTube)	**Co-Founder / Director of Engineering** • Secured $25M capital / $5M operational budget • led 40 engineers and built 8 datacenters on 3 continents • Built streaming media server network, supporting 100K concurrent subscribers • Launched J2ME (Java) based streaming media player, resulting in the first real-time mobile social network • Patent filed for combined SAN and NAS architecture	1999 - 2001

Education

Certificate, Stanford's Innovation and Entrepreneurship Program	2015 - 2016
University of Nevada, Reno, BS Physics (incomplete, left to start a business)	

Awards

Hackathon Winner, Voice enabled Chat Bot for Scrum standups using Google Home	2017
Start-up of the Month, NinjaMyApp	2012