

Michael Jordan

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Digital Product Manager with a passion for innovation and team building. Experienced in business growth as an entrepreneur, versed in all product aspects on web and native apps. I love building and improving technologies that solve problems, as well as growing strong teams with alignment and purpose.

Experience

World Surf League, Santa Monica, CA January 2016 - present
Digital Product Manager

- Manage engineers and designers to coordinate sprint development cycles for web, iOS/Android tvOS and wearable devices
 - Scope and requirements documentation
 - User stories/fan journeys and personas
 - Very hands-on with design, proficient in prototyping and wireframing tools
 - Sketch
 - Figma
 - Photoshop
 - InVision
 - Agile methodologies – we use a combination of processes that include waterfall, scrum and sprint, depending on scope and deadline of a deliverable
- Fantasy Surfing sponsorship and partnership structures for league prizeing and games
- Legal considerations for international, prize-driven strategies for fantasy games
- Game and prize-driven marketing campaigns
- Email campaigns for fantasy updates and alerts
 - MailChimp
- Product roadmap and hypothesis-to-ship planning cycles
 - JIRA/Confluence
 - Slack
 - Dropbox
 - Google and Microsoft Office Suites
- Constantly monitoring user engagement for areas to improve
 - A/B Testing
 - Google Analytics
 - BigQuery
 - Excel
 - SQL
- In 2019 I ideated and implemented a digital integration into our broadcast stream allowing fans to pick the winner of an upcoming matchup. Users make their picks on our digital platforms and the results are fed to a broadcast graphic via API. We implemented a sign-up wall to interact with this feature, which grew monthly registrations 7%.
- In 2018 I coordinated a seamless integration between our new scoring system and our graphics package for broadcast. This included real-time stats driven from both our Core Stack and the scoring system on the beach via API
- In 2017 I owned the rebuild of our scoring system to comply with IOC regulations, as surfing will be an Olympic sport in 2020. This was a massive, year-long effort that coordinated international stakeholders and was successfully completed on time and under budget. The companywide impact is revolutionary for the sport of surfing, as we have access to API data coming directly from a competition site.

- In 2017 I was part of a small Agile POD committed to user research and ethnography to deliver a better process for design iterations; this resulted in user retention growth and cut new user bounce rate by 50%.
- I am continually developing new metrics for athlete performance and analysis across our social, editorial and broadcast streams that are now augmented by our new scoring system's capabilities.

Ondas LLC, New York October 2011 – January 2016
Founder, CEO

- Launched two successful products: Fantasurf and Surf-Stats. I may not have been formally educated in digital product management, but running a web start-up for five years taught so many more lessons for success in business.
- For both products, I was responsible for all business aspects, including hiring and managing design and development teams, marketing to an international audience, user growth/retention, and navigating international legal landscapes. Both brands grew to be acquired, Fantasurf by the World Surf League and Surf-Stats to a private buyer.

FDNY, New York April 2012 – May 2014
EMT

- My time with FDNY was an incredible experience that taught me the successful team building lessons I carry through all of my work today. Reliability, accountability and trust are the foundation of any successful project, large or small.

Hobbies

In my spare time I enjoy the beach with family, surfing, fishing, traveling and reading. I am always learning and exploring new technology.

Education

I studied Fine Art at the University of San Diego and graduated with a BA from Adelphi University in 2008.