

# Kyle Smith

Berkeley, CA

## Profile

Product Management leader with a proven ability to deliver at scale, define product strategy, experiment to success, and increase revenue using data-driven analysis and decision making.

## Strengths

- Growth and Retention
- Experimentation
- Product Vision Strategy
- Team Growth & Development

## Experience

### GoDaddy

Principal Product Manager Site Experience, Growth Retention and Logged-in Wayfinding, 11/2019 – Present

- Product director of Growth Retention, Account Wayfinding, and Account Notifications experiences.
- Identified, prioritized and directed implementation of site renewal experience improvements leading to hundreds of millions of dollars in annual marginal renewal revenue.
- Deep partnership with UX to deliver new site experiences.
- Organization-wide thought and practice leader in product improvement through experimentation.

Director of Technical Product Management, eCommerce Platform, 6/2017 – 11/2019

- Responsible for core multi-billion-dollar eCommerce platform.
- Drove organizational alignment of new commerce system requirements and roadmap.
- Directed product managers and technical writers to deliver well documented and defined requirements and API documentation.

### Chronus, LLC

Vice President - Product Management, 6/2014 – 11/2016

- Set corporate product strategy for a mentoring and onboarding platform.
- Directed development of UX vision through deep partnership with design team.
- Defined and led reorganization of scalable Customer Success team.

### Microsoft Corporation

Principal Program Manager - Windows Phone, 06/2011 – 10/2012

- Directed design, implementation, and operational elements an operating system update feature that scaled to millions of endpoints.
- Managed key OEM and Mobile Operator stakeholders.

Product Unit Manager – Windows Server (Shanghai, China), 05/2006 – 06/2011

- Started and led multi-disciplinary product team including SDEs, SDETs, product/program managers, UX designers, sustained engineering.
- Created a capable product team that was the first Windows Server China team to take full ownership of a major product.
- Owned media streaming, network config/UPnP, and remote access for Windows Home Server and Windows Small Business Server, as well as sustained engineering for Windows Server Foundation.

Group Program Manager - System Center Configuration Manager, 05/2006 – 06/2011

- Directed a team of 25 program managers to deliver enterprise systems management platform.

Consultant, 11/1998 – 04/2000

### Born Information Services

Technical Consultant, 05/1997 – 11/1998

### Accenture (Andersen Consulting)

Analyst, 07/1996 – 05/1997

### HealthPartners

Information Systems Technician/Multimedia Artist, 04/1992 – 07/1996

## Education

### MBA

University of California, Los Angeles, 2009

### MBA

National University of Singapore, 2009

### BS, Computer Information Systems

St. Cloud State University, 1996