

Jesse Richards

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CHIEF PRODUCT OFFICER

Dynamic product leader with a proven track record in driving innovation, global expansion, and revenue growth for B2C & B2B SaaS companies. Expertise in crafting and executing product strategies that align with business goals, leveraging cutting-edge technologies such as AI and machine learning to enhance user experience and drive engagement. Committed to user-centric design that scales to enterprise-level solutions while maintaining high-quality user experiences. Passionate about leading, mentoring and empowering high-performing teams that launch remarkable products, address user needs, and drive business results.

CORE COMPETENCIES

Product Strategy & Vision | Innovation | Global Leadership | Revenue Growth & Optimization | Strategic Planning
Harnessing AI | Product Lifecycle Management | Brand Strategy & Position | Data-Driven Decision Making
Risk Assessment & Mitigation | Project Management | Design Thinking | Change Management | Agile
User Experience (UX) | Data Visualization | Process Improvement | Market Research & Analysis

PROFESSIONAL EXPERIENCE

VOXY, New York, NY

2019 to July 2024

CHIEF PRODUCT OFFICER:

- Steered product vision for this innovative B2B SaaS EdTech company, expanding its global footprint in language learning.
- Tripled revenue from \$7M to \$21M over three years through product line expansion, adding support for multiple languages.
- Led global teams in Product Management, Design, Content, and Support across eight countries.
- Oversaw two successful acquisitions, starting with initial evaluation and managing platform and team integrations.
- Pioneered novel applications of machine learning and generative AI to enhance learning experiences and optimize content creation.
- Championed privacy and accessibility initiatives, fueling enterprise-level growth.

TINYBEANS, New York, NY

2017 to 2019

HEAD OF PRODUCT:

- Established new Product, Design, Engineering, and Data teams in NYC for this Sydney-based baby journal DTC app.
- Grew the user base from 1.75M to 3M and increased monthly active users from 650K to 1.1M through enhanced engagement strategies.
- Revamped the photobook creation process, doubling conversion rates and increasing printing margins by 2.15x, driving a 330% year-over-year revenue growth.
- Expanded the app's core value proposition from a baby photo-sharing platform to a comprehensive family album.
- Redesigned the iOS app with a centralized activity feed, boosting ad revenue and feature adoption, while also growing Android and web usage.

GROVO, New York, NY

2015 to 2017

DIRECTOR OF UX:

- Spearheaded product research to reposition Grovo's SaaS platform, resulting in the proprietary "Grovo Method" for workplace learning.
- Promoted to lead all Product initiatives, pivoting the company toward a new, industry-disrupting direction to reimagine Grovo's core product.
- Transformed Product/Eng teams into an agile, collaborative culture, improving delivery speed, quality, and retention.
- Created new UX group to introduce user-centric design thinking, user testing, client research and design sprints.

VITALS, New York, NY**2013 to 2015*****DIRECTOR OF UX:***

- Redesigned & overhauled the Vitals B2B white-label healthcare platform, serving 23M patients across health sites.
- Re-imagined and revitalized the B2C product line, delivering mobile and desktop solutions that provided localized healthcare resources.
- Managed a corporate brand refresh aligned with modern app design standards.

WYNG (OFFERPOP), New York, NY**2012 to 2013*****DIRECTOR OF PRODUCT:***

- As first Product hire, built out Product team for this social media promotion software startup.
- Transitioned the product from standalone social plugins to an innovative platform with advanced social analytics.
- Developed new mobile products based on Facebook, Twitter, and Pinterest, enhancing social engagement.
- Rehired as a consultant in 2017 to guide the company's expansion into a user-generated content (UGC) marketplace.

PROUST (an IAC COMPANY), New York, NY**2010 to 2012*****DIRECTOR OF PRODUCT:***

- Launched a new web app within the IAC family of companies, a private social network focused on sharing life stories with family.
- Drove overall product strategy, implementing rapid pivots to better align product with the market.
- Innovated features such as a personal travel map and life timeline with a storybook interface, earning recognition as a TIME Magazine Top 10 Website in 2011.

ADDITIONAL EXPERIENCE**Product Manager, MEETUP, New York, NY****Vice President Production, NEED2KNOW, Flemington, NJ****EDUCATION****Bachelor of Arts, Fine Art & Nonfiction Writing, Drew University, Madison, NJ****INSTRUCTOR / FACILITATOR****Creator & Facilitator, design thinking and innovation courses for national security, Dcode, Washington DC, 2020-2021****PUBLICATIONS****Author, *Unknown New York: An Artist Uncovers the City's Hidden Treasures*, Workman Publishing, 2024****Author, *The Secret Peace: Exposing the Positive Trend of World Events*, Book & Ladder Press, 2010****MEMBERSHIPS****Organizer, Central Park Sketching Meetup, 8,000+ members, 2007 – Present****Volunteer, Big Apple Greeter, a non-profit showing visitors local NYC neighborhoods, 2019 – Present****Member, American Mensa**