

WILL CLARK

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Chief Technology Officer/Chief Product Officer

Highly flexible, transformational creator and leader uniquely positioned to inspire Product, Design, and Engineering teams while catapulting businesses from start-up to scale-up. History of working collaboratively with C-suite to assess business needs, build well-aligned vision, implement strategies, and foster world-class teams to achieve aggressive goals. Recognized for future-focus underpinning ability to harness opportunities presented by continually evolving business landscapes. Diversity, equity, and inclusion (DEI) champion with philosophy of establishing organizations that promote personal excellence, professional growth, and a sense of belonging.

AREAS OF EXPERTISE

- Product Vision, Strategy, & Roadmapping
- Clear Goals & Expectations
- Cross-functional Collaboration
- Resource Allocation
- Talent recruiting and hiring
- Remote Engineering Management and Leadership
- P&L Management
- Recruiting, Hiring, & Training
- Agile & DevOps Culture
- Mentoring & Coaching
- Action & Ownership
- Calculated Risks
- Long-term Planning / Innovation

CAREER HIGHLIGHTS

- Architected an entirely new product/business which lead to a full company pivot, spin-off and \$5m+ Seed funding, \$7m+ in gross sales during the pandemic, saving dozens of jobs and leading to an entirely new industry leading company
- Seamlessly fulfilled responsibilities of Head of Product Management, Head of Engineering, and Head of Design concurrently while spearheading all aspects of product conceptualization, development, and deployment.
- Established physical presence of Goldstar Events in Portland, expanding office from start-up to 40+ top performers with suitable office space, office culture, and high-performing co-located teams.
- Recruited, hired, mentored, and trained high-performing teams to achieve their potential, many individuals moving on to engineering and design leadership roles with Amazon (.com & AWS), Apple, eBay, Salesforce, ServiceNow, TodayTix Group and Algolia.

PROFESSIONAL EXPERIENCE

Stellar Live, Inc, Fully Remote

1/2022 to present

CHIEF TECHNOLOGY OFFICER AND MEMBER, BOARD OF DIRECTORS

Lead the spin-off of Stellar from Goldstar Events, seamlessly transitioning the product platform, creating corporate infrastructure (finance infrastructure, vendor agreements, HR/Payroll operations, etc.), and leading the culture building of the new team and company. Managed all product related functions and employees including Engineering, Design, Product Management, Product Marketing and Infrastructure.

- Conceptualized and led the implementation of industry-leading product capabilities such as Hybrid Ticketing, hardware contribution encoder integration, top-level-domain website builder, fully secure video rental and web-scale real-time chat infrastructure replacement.
- Led marketing for more than 6 months creating an Account-based marketing funnel, product marketing website and collateral and culminating with recruiting a new Head of Marketing from a unicorn company. Also led the sales cycles for the three largest customers acquired in 2022 (Oregon Shakespeare Festival, BroadwayOnDemand and Bandai Namco).

- Personally engineered numerous video-centric industry first features including Dolby Atmos and Dolby Vision ticketed live streaming, a unified workflow for both playout-based live and on demand video with live closed captioning, and live streaming with alternative video tracks supporting American Sign Language overlays.

Goldstar Events, Inc. / Stellar, Portland, OR

12/2009 to 12/2021

HEAD OF PRODUCT MANAGEMENT – STELLAR (5/2020 – PRESENT)

As sole Product Manager, propelled nimble response to COVID by refocusing Product and Development teams on new Stellar platform for live-streaming live events while balancing priorities between product innovation, P&L management, team building, business operations, and leadership.

- Provided hands-on contributions to back-end architecture while concurrently leading art direction for brand and product design.
- Implemented video technology by monitoring trends in virtual events, evaluating technology solutions, and planning for current and future business needs to allow for initial launch and scalability.
- Delivered first paid show to people on 4 continents within 2 months of product conception, streamed live show to 8,000 concurrent viewers in 10/2020, and delighted 37,000 people viewing 8 concurrent shows in 12/2020.

HEAD OF PRODUCT (10/2016 – 5/2020)

Oversaw ¼ of entire workforce, including 5 Product Managers, while leading design, engineering, and product management of mobile apps and other technologies.

- Delivered visionary change leadership as company grew from start-up to 5 distinct, enhancing performance of product teams by implementing enterprise-wide OKR-based strategic planning and championing Dual Track Agile methodology.
- Nurtured staff engagement and satisfaction by creating career advancement ladder and professional development plans with final say across 45-member Product and Engineering organization.
- Influenced CEO to adopt new program based on *The Culture Code*, improving overall company culture and delivering unprecedented loyalty with an average employee tenure of 4.3 years in my department.
- Advocated for creating Data Science and Machine Learning (ML) team ahead of competitors, which has unleashed 3 generations of ML-based recommendations systems, yielding 20% greater conversion rates and recognition by The Ticketing Business Forum in 2019 with “Insights & Analytics Award.”
- Partnered with Consultant to create, present, and gain buy-in for new company vision and collaborated with Design Director and outside designer to successfully rebrand and relaunch business with modernized image.
- Upon being forced to lay off 1/3 of staff due to 99% COVID-related revenue losses, networked throughout industry and landed 6 former employees new jobs within 60 days.

DIRECTOR OF PRODUCT (3/2012 – 10/2016)

Assumed additional management responsibilities while continuing to drive strategic product innovation and launch.

- Identified, negotiated, remodeled, and launched 3 Portland offices, instituting transformative processes as Regional Head.
- Guided deployment of first mobile website, which accounted for 60% of total revenue by 2018.
- Hired staff to build first native mobile app, providing product management and art direction, resulting in 4.8-rated, wildly popular app with 32K reviews and increased LTCV for app users.
- Pioneered industry-leading ticket fulfillment innovation garnering direct relationships with Ticketmaster, AXS, Cirque du Soleil, and Broadway Inbound, unlocking opportunity for \$20M investment from strategic partner.

NEW PRODUCT / R&D CONSULTANT (12/2009 – 3/2012)

Helped develop internal product organization, including team, policies, products, roadmaps, and strategies in collaboration with C-suite and multidisciplinary teams.

- Recruited, hired, and trained top performers to conceptualize, build, and launch new product beta, with full accountability for budget compliance, project management, and art direction.
- Dramatically enhanced adoption of premium recurring subscription product from <100 subscribers to \$1M+/year profit by re-designing discovery and buying process.

- Spearheaded addition of new “voucher” ticket that freed organization from legacy will-call system, facilitated real-time emailed .PDF tickets, and came to account for >60% of sales.
- Developed novel “Sit with Friends” feature as primary designer, which was successfully patented (US20120265564A1).
- Significantly influenced team and culture by hiring first front-end developers and championing CI/CD, which transformed deployment capacity from 1X every 2 weeks with hours of downtime to up to 10X/day with no service interruptions.

Chargify.com, Remote

8/2009 – 11/2009

LEAD DESIGN & DEVELOPER

Helped design, develop, and launch recurring billing service and energize creation of next Grasshopper Labs project as second employee of company.

- Led end-to-end product conceptualization and design through to initial launch at Techcrunch 50, helping business raise VC funding from Mark Cuban and others before achieving lucrative acquisition.

Early career success in product design & development roles at Entermotion, Inc., J-Squared Media, Inigral (Later Uversity, Acquired by TargetX) , and AboutUs.org.

EDUCATION

BACHELOR OF FINE ARTS – STUDIO ART

Colorado Mesa University, Grand Junction, CO