

# Mark Hull

Vice President, Product Management at Vivaty Inc.

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## Summary

Significant experience in building and managing community products and businesses, including communication, gaming, social media, virtual economies, digital imaging, web hosting, small business, local search and professional and interpersonal networking services.

## Specialties

General management, product management, product strategy, product marketing (including customer acquisition, conversion and retention), international deployment and market expertise, general operations management, P&L management, competitive analysis, media representation, content, policy and abuse expertise.

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## Experience

### **Vice President, Product Management at Vivaty Inc.**

2007 - Present (1 year)

Leading product management for Kleiner, Perkins, Caufield & Byers and Mohr Davidow Ventures backed startup in the immersive web industry, offering customers engaging virtual web experiences through web browsers and IM clients. Formerly known as Media Machines.

*2 recommendations available upon request*

### **Vice President, Marketing and Product Management at iWin, Inc.**

2006 - 2007 (1 year)

Lead business, marketing and product management for privately-held leader in casual gaming. Responsibilities include the following:

- \* General management of online channel and all online products and services
- \* Product vision and strategy
- \* Customer acquisition, conversion, referral and retention (over all marketing and product channels)
- \* Day-to-day product management/implementation
- \* LTV optimization and management
- \* P&L management and forecast
- \* Own and manage division's budget and forecast
- \* Brand management, corporate PR and marketing communications

*1 recommendation available upon request*

### **Vice President, Marketing and Product Management at MerchantCircle**

2005 - 2006 (1 year)

- Responsibility for product management, product strategy, roadmap and execution for early-stage online startup, funded by Rustic Canyon Partners, Steamboat Ventures (Disney) and Bank of America Ventures, focused on local advertising and web presence for small businesses. Created virtual economy in addition to social media and blogging strategy.
- Inbound and outbound marketing responsibility, including PR, market and customer research, competitive analysis, online advertising, customer acquisition, customer retention, general marketing programs, SEO and SEM efforts. Responsible for efforts driving nearly all customer registrations.
- Own brand management and define product positioning, integrating throughout product, promotions, pricing and market placement.
- Manage feedback channels, policy issues and external advisory board.
- Manage team of product managers, UED, and marketing managers (a mix of full-time and contract positions).

*2 recommendations available upon request*

**Director, Product Management, Yahoo Community Services, Yahoo Games at Yahoo! Inc.**

1998 - 2005 (7 years)

General management of online community services. Responsibilities included product strategy, management and general operations. Created and/or managed services including Yahoo 360 (social media), Groups, Clubs, Avatars, Personals (paid and free), Hosting (paid and free), Photos, Briefcase, People Search, Advice, Experts, Profiles, Member Directory and Chat. Drove overall product strategy, management, development and operations for services, including soft P&L management. In 2005, drove overall product management of casual segment of Yahoo Games, including managing advertising, downloads and premium product lines. Responsible for overall product strategy and general operations and management of service, including P&L responsibilities. Significantly increased revenue in downloads segment of business and drove creation of next generation product strategy before division was relocated to Santa Monica, Calif. Awarded U.S. Patent #7,269,590.

*8 recommendations available upon request*

**Online Editor / Projects at San Jose Mercury News**

1996 - 1998 (2 years)

**Education**

**University of California, Berkeley - Walter A. Haas School of Business**

MBA, 2003 - 2006

**Pepperdine University**

BA, Journalism, 1992 - 1995

**Longmont High School**

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## Honors and Awards

Patent awarded, September 2007: Patent 7,269,590: "Method and system for customizing views of information associated with a social network user"

Three other patent applications involving social networking still in process.

## Interests

social media, online communities, podcasting, blogging, poker, gaming, biking, skiing, movies, travel and japanese food.

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## 13 people have recommended Mark

"Mark has a wonderful way of verbally bridging the gap across various teams. During the short time when our Art Team reported directly to Mark, he did a great job of communicating time-sensitive product requirements while understanding the abilities and needs of the artists. Mark's a fantastic Product Manager who's able to take on a tremendous load with ease, all the while remaining approachable and personable. I'd definitely work with him again."

— **Telene Johnston**, *3D Character Artist (Independent Contract), Vivaty.com (formerly Media Machines)*, worked indirectly for Mark at Vivaty Inc.

"Mark is a creative and strategic product executive that is not afraid to roll up his sleeves. He has a great background and brings thoughtful and analytical approach to decisions and is fun to work with."

— **Eric Grafstrom**, *VP Business Development, VIVATY*, worked with Mark at Vivaty Inc.

"It is evident to anyone who works with Mark that he is not only passionate about building great products, but he truly loves his work. Mark's energy and constant focus on quality make him a great manager and tremendous product leader."

— **Chris Hartman**, *Associate Product Manager - Community, Yahoo!*, reported to Mark at Yahoo! Inc.

"I reported to Mark at iWin. Top three things I like best about Mark - How quickly he could process information and make sound decisions, his remarkable ability to see the 360 degree view of any topic and the obvious fact that he cares about people. He is extremely personable, an exceptional listener, inspiring and a lot of fun to be around. You are lucky to work with Mark on any level."

— **Katherine Rempel**, *Email Marketing Manager, iWin Inc.*, reported to Mark at iWin, Inc.

"Mark makes going to work a pleasure, with his high energy and laser focus on the big picture. His flexible management style lets him establish the overall strategy and then encourage his direct reports to add new skills and hone their strengths while driving towards new milestones. I'd welcome the opportunity to work with him again."

— **Liz Poggi**, *Marketing Consultant, MerchantCircle*, reported to Mark at MerchantCircle

"Mark brought a fresh perspective to Yahoo! Games, with key insights on how to better retain our core audience, and grow their loyalty to the brand. Mark's one of those unique individuals who can envision the right product offering, communicate it simply to those around him, and build consensus and support for his vision."

— **Thom Kozik**, *Director, Business Development, Yahoo!*, worked directly with Mark at Yahoo

"Mark's positive energy and steady flow of ideas coupled with a strong sense of trust in those he works with helped create a great atmosphere in which to work. His passion and deep insight are clearly reflected from his strong background in the web and product management. I very much enjoyed working with him and would welcome the opportunity to do so again in the future."

— **Daniel Swartz**, *Visual Designer, MerchantCircle*, reported to Mark at MerchantCircle

"Mark has the rare ability of being equally effective and comfortable at the strategic level as well as dealing with operational and tactical business matters. He is a decisive leader who can energize a team around a common vision and objective goals. Mark is also a very effective and diplomatic negotiator, and someone with whom it is a pleasure to work."

— **Jose Martinez-Salmeron**, *Design Manager, Yahoo!*, worked directly with Mark at Yahoo

"Mark is a high energy product manager who understands the consumers' desires and where that intersects with the business opportunity. He also has a strong understanding of the associated technology and the cost to implement the solutions."

— **Andy Rosenbaum**, *Sr. Engineering Manager, Yahoo! Personals & Yahoo! Groups, Yahoo!, Inc.*, worked directly with Mark at Yahoo! Inc.

"Mark is one of the most creative individuals I ever worked with. He has a natural knack for finding solutions for some of the toughest challenges (not just product related;) by bringing people to work together. He has an outstanding grasp of product management, marketing and sales, and would be a fantastic manager and coworker in any company."

— **Avtandil Garakanidze**, *Product Management MBA Intern, Yahoo*, reported to Mark at Yahoo! Inc.

"I worked with Mark for more than a year on the Community Services team. He's an outstanding leader and creative thinker who loves to tackle new products and projects"

— **Ellen Perelman**, *Director, Marketing, Yahoo!*, worked directly with Mark at Yahoo! Inc.

"Mark is a very bright and dedicated product leader with the keen ability to balance day-to-day execution with future vision. He is great at building and maintaining strong business relationships. Mark and I worked closely together on the launch of Yahoo! 360 and I look forward to the

opportunity to work with him again."

— **Mike La Rotonda**, *Sr. Product Manager, Yahoo! 360, Yahoo!*, reported to Mark at Yahoo! Inc.

"Mark is one of those unique people who gets it, no matter what the perspective (biz, product, and engineering). He's a master at understanding what goes on behind the scenes. He's also a joy to work both for and with."

— **Jennifer King**, *Customer Trust Manager, Community Services, Yahoo!*, reported to Mark at Yahoo! Inc.

[Contact Mark on LinkedIn](#)