

# jovin cronin wilesmith

## contact

### phone

1.310.499.8504

### email

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### website

jovincron.in

## strengths

product strategy  
roadmap management  
partner integrations  
statistical analysis  
user-centric design  
rapid prototyping  
user research  
user experience

## technical skills

### engineering

sql  
python  
javascript  
css  
git

### design

sketch  
invision  
omnigraffle

## experience

note: full employment history available upon request

### Stem Disintermedia

Co-Founder & VP of Development | jan 2018 – present

- Currently directing, collaborating and managing a team of 23 engineers, product managers, and designers.
- Working with sales and marketing to maximize the revenue of our company by bringing enterprise-level product offerings to companies like Viacom, Broadband TV, and Worldstar.
- Managing roadmap and requirements for data warehousing initiative for all DSP-related volume data.

### Stem Disintermedia

Co-Founder & Head of Product | jul 2016 – dec 2017

- Grew team to 40 employees across multiple internal functions including supply chain, product design and support.
- Oversaw the development and deployment of version 2 that led to nearly a 10x in the growth of YoY revenue.

### Stem Disintermedia

Co-Founder & Design Director | apr 2015 – jun 2016

- Defined the roadmap for core Stem experiences, set measurable and aggressive goals, and developed long-term vision.
- Designed and developed MVP and version 1 of the Stem financial software.

### Mediaocean

Digital Lead | may 2014 – apr 2015

- Conducted research, map user journeys, and identify pain points and areas for growth for internal teams and applications such as the corporate intranet.

## awards

### 30 under 30

Forbes | 2017

### 30 under 30

Inc | 2016

## education

### Northeastern University

Bachelor of Science Degree, Music Business  
w/ Minor in Economics & Business Administration