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SUMMARY:

- Forward-thinking, versatile VP of Product Management with diverse web & mobile development expertise.
- Eight years of experience in product management, mobile app & web development.
- Excellent interpersonal, verbal, & written communication skills.
- Track record of developing new products & implementing new business models in digital consumer & enterprise product businesses.
- Data informed. Experienced in making strategic business, design and development decisions based on both quantitative and qualitative findings while always keeping in mind the UX.
- Brings a collaborative, problem-solving approach to transactions and manages projects and teams with a results-driven mindset.

EXPERIENCE:

**Genetic Engineering & Biotechnology News, New Rochelle, NY;
Digital Product Manager**

2018 – Present

- Oversee all reporting development and reporting automation for Genetic Engineering & Biotechnology News as well as for Clinical OMICs.
- Responsible for managing the product roadmap, prioritizing all development initiatives, new features, compliance, and efficiency improvements.
- Champion the product vision, strategy, roadmap to deliver growth, engagement and revenue for digital properties.
- Drive new features and functionality based on data science analytics, user research, biz-dev goals, and best practices.
- Continually identify opportunities to improve the experience to drive deeper customer engagement on platforms.
- Define and measure KPIs for digital products and collaborate to drive projects to meet KPI goals.
- Assist in business case development, project plans, presentations, and communication plans to leadership and key stakeholders.
- Ensure interoperability between other client properties and products (app, microsites, etc.)
- Perform ongoing competitive analysis and stay abreast of evolving digital trends and provide ongoing strategic recommendations to the organization.
- Work directly with the Commercial Director, CIO, Engineers and Project Managers on digital product development.

Borro, Inc., New York, NY; VP of Product Management

2014 - 2018

- Provide leadership, vision, and management of Borro web and mobile fintech products & overall digital customer experience
- Update and revise the Product Strategic Plan on a regular basis, ensuring its coherence with the overall business strategic plan
- Lead and oversee the development, design, and implementation of new products and changes to existing products, to include:
 - Perform market analyses to inform product ideation and design
 - Develop and execute new product design validation strategies to assure market acceptance
 - Develop and manage product launch plan (target markets, marketing strategy, value proposition, etc.)
 - Lead/support product owners in sprint grooming, prioritization, and definition efforts.
- Direct and oversee the analysis of data for web and mobile products and manage directing internal, external or vendor resources as required
- Serve as subject matter expert with customers & employees in the response to web and mobile product related questions or issues

- Identify emerging data/information sources to be assimilated, integrated, and introduced within Borro Products
- Proactively identify and resolve strategic issues that may impair the organization's ability to meet its strategic, financial, and technical goals.
- Reporting into the SVP of Marketing and Chief Technology Officer.

Borro, Inc., New York, NY; Product Manager 2013 - 2014

- Product management lead on innovation within the growth areas of focus for the company.
- Managed product/functionalities for the website, mobile site to ensure their success in the marketplace in terms of revenue, customer acquisitions and market perception.
- Developed and executed on roadmap(s) for emerging product initiatives.
- Worked closely with marketing, engineering, sales and other internal & external stakeholders to identify and validate business/product requirements.
- Reported directly to the Chief Marketing Officer.
- Performed web analysis and benchmarked/monitored consumer behavior.
- Collaborated with internal teams to adapt digital products and forecast future expectations.

LifeCare, Inc., Shelton, CT; Online Product Manager 2011 – 2013

- Contributed toward defining the capabilities that the LifeCare site delivered to users.
- Met with stakeholders & created business requirement documentation & use cases for web & mobile development projects.
- Project managed web development & mobile application development projects from inception to completion. Oversaw product launches with development & marketing teams.
- Reported directly to the SVP of LifeCare Online and Consumer Product.
- Devised new approaches and recommended / implemented solutions to solve business needs.
- Maintained web analytics tools and managed online reporting.
- Oversaw UI/UX design & created wireframes, mockups & prototypes of site schematics for presentations to clients and internal teams.

Fusion Media, Inc., Somers, New York; Project Manager 2009 - 2011

- Managed projects, schedules and deadlines of the Design and Video Production Departments.
- Reported directly to the VP of Creative Services and the VP of Operations.
- Collaborated with a team of eight creative professionals and communicates directly with clients.
- Corporate clients included PepsiCo, American Express, IFF and Dollar General.

Helmes Innovations, LLC, New Fairfield, Connecticut; Founder 2005 – 2011

- Developed commercial & consumer mobile applications, content and websites.
- Marketed and distributed a diverse array of digital products and services online.
- Managed online marketing campaigns through various digital channels such as Google AdSense and social networks such as Facebook.
- Provided consulting services for online marketing campaigns including digital product development and distribution.

Sony Music Entertainment, New York, New York; Internship 2006 - 2007

- Employed by Sony's Global Digital Business Group and reported directly to the Director of Interactive Entertainment in the summer of 2006 and 2007.
- Developed value-added strategies for Sony BMG artists such as Beyoncé by developing mobile applications to be bundled with artist's digital albums and content.
- Participated in client meetings and corporate brainstorming sessions. Managed quality assurance testing on proprietary mobile software.

EDUCATION:

Bachelor of Arts in Consumer Behavior, January 2006 - December 2008

Minor in Business Administration

University of Connecticut, Storrs, Connecticut

Graduate GPA of 3.0 on a 4.0 scale

Majored in Entrepreneurship, September 2004 - December 2005

Suffolk University, Boston, Massachusetts

GPA at time of transfer to UConn: 3.2 on a 4.0 scale

DIGITAL SKILLS:

- Completely fluent in Windows 10 & MacOS High Sierra operating systems.
- Microsoft Office 2016 - Word, Excel, PowerPoint, Project, Access and Outlook.
- Amazon Web Services – Technically proficient & up-to-date with using all AWS services
- Adobe CC - Photoshop, XD, Illustrator, InDesign, Dreamweaver and Acrobat Pro.
- CMS development, proficient in WordPress CMS development, intermediate practical knowledge of SQL, PHP, Java, JavaScript, React.
- Google Analytics Certified. Comfortable with Adobe Marketing Cloud (formerly Omniture).
- Fluent in using Aha.io product management platform, Jira, PivotalTracker, & Basecamp.
- Fluent in using Adobe XD, OmniGraffle & Balsamiq for wireframing & prototyping UI/UX.
- Fluent in using Optimizely for A/B & multivariate testing of webpage & mobile app UI/UX.
- Responsive design, HTML5, CSS3, bootstrap, web development, cross browser testing for web & email.
- Digital & online marketing & advertising, social media marketing & SEO.
- Mobile application development & management (iOS & Android).
- Strong proficiency with the iTunes Connect web portal & Android Marketplace, Apple Developer Programs, SDKs, iOS human interface guidelines & App Store review guidelines.

MEMBERSHIPS & ACTIVITIES:

- Registered Apple iOS Developer
- Registered Google Android Developer
- FAA Licensed Commercial Drone Pilot
- Co-Founder of The Collegiate Investors Association at Suffolk University
- Member of the Leadership Institute at Suffolk University
- Member of the Professional Selling Club at the University of Connecticut