

Michael Baldwin
Product Manager

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Summary

- Currently the **product manager** for flagship product of a 200-person enterprise-facing educational technology company; previously **launched own company** in consumer-facing educational technology
- Deep **technical experience** (architect-level front-end and back-end developer and team lead), entrepreneurial/marketing experience, and UX/design experience

Education

Yale University 1997–2001, New Haven CT

- B.A. with distinction in Political Science, courses in Computer Science

Skills / Technical

- Extensive experience with Agile/Scrum, JIRA, OKR's/KPI's, A/B testing, etc.
- Architect-level experience with AWS, Linux, HTML5, CSS3, MySQL, PHP, Node.js, JavaScript, jQuery, Apache, git

Experience

Knewton, Senior Product Manager Apr 2014–present, New York NY

- Responsible for planning and managing all product definition and feature development around Knewton's flagship adaptive-learning recommendation engine
- Transformed the existing engineering-led development approach into becoming product-led, systematically identifying and addressing key product-market mismatches
- Responsible for product coordination between senior management, data scientists, five engineering teams (agile), rest of product team, implementations team, business development, marketing, and direct partners/customers, as well as communication with industry representatives, school districts, teachers and students

Flip Languages, Founder Oct 2012–Apr 2014, New York NY

- Founded company, launching desktop and mobile web apps for learning English as a foreign language in the Brazilian market (fliplanguages.com)
- Combined extensive classroom and industry experience with deep technical knowledge to create a completely unique, cutting-edge adaptive-learning product
- Executed all product design, front-end/back-end development, systems architecture, analytics, graphic design, content development, payment integration, marketing (AdWords, press releases, Facebook/Twitter, blog, e-mail subscriptions, referrals, viral) and sales

OkCupid Labs, Product Manager, Architect Sep 2011–Oct 2012, New York NY

- Worked directly with OkCupid founders to develop new product ideas, build wireframes and prototypes, and develop and prioritize features. Entirely responsible for key aspects of product management and implementation
- Solely responsible for front-end architecture, information architecture and database architecture of a social network based on interest recommendations (combosaurus.com), as well as being heavily involved with back-end development
- Designed and managed a major months-long crowdsourcing effort using hundreds of paid workers to clean up and classify hundreds of thousands of highly complex pieces of data, managing time, cost, quality and worker satisfaction

Globosat, Tech Lead, Product Management 2009–2011, Rio de Janeiro, Brazil

- Responsible for planning and delivery of new website features for top Brazilian music-video cable TV channel (multishow.globo.com), associated song lyrics site (toptvz.com.br) and other sites
- Headed a team of four other developers (front-end and back-end), working extensively with designers, information architects, and cable TV channel representatives

ZotFish, Founder 2007–2008, New York NY

- Founded, designed and launched a fully-featured social-networking site where the general public could interact with public figures via upvoted questions and answers

AFS Intercultural Programs, Product Manager 2001–2002, New York NY

- Designed and managed an internal website for coordinating student exchanges between 50 countries, providing real-time information which reduced negotiation times between partner offices from weeks to just hours

Dart Communications, Co-Founder 1993–1997, Rome NY

- Assisted in founding and growing the software company in all product, technical, and marketing aspects
- Designed and programmed VT terminal emulation software, Telnet and FTP programming libraries for Java, and a graphical remote desktop access server and web client

Additional

- Creator of TestYourVocab.com (4 million test-takers, 250K Facebook likes)
- Creator of CommonCensus.org (front-page reviews on Wired.com and WSJ.com)
- Principal investigator for DoD-funded artificial intelligence research grant (2002)
- Fluent in Brazilian Portuguese; lived abroad in China, Kenya, France and Brazil
- Certified teacher of English as a foreign language (CELTA from Cambridge University) with three years' classroom experience (2004–2006)