

EDWARD SHELLEY

TECHNICAL PRODUCT MANAGEMENT
B2B MARKETING & GROWTH
WRITER & PODCAST HOST

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Product strategist with 7+ years experience building and growing data-driven businesses in AdTech and B2B SaaS industries.

Developed a successful early-stage (\$0-2M ARR) SaaS acquisition strategy, with a heavy focus on editorial Content Marketing.

EXPERIENCE

DIRECTOR OF CONTENT

CHARTMOGUL, BERLIN (2015-2018)

- First full-time employee, defining and building growth strategy and team for a VC-backed SaaS Business Intelligence platform.
- Defined and developed the ChartMogul brand into a recognized and respected thought leader in the SaaS and subscription business intelligence category.
- Scaled inbound marketing and customer acquisition processes from zero to over 1000 B2B clients and over \$2M ARR.
- Worked with respected client brands to understand product needs, build case studies and showcase product use cases.
- Grew a highly-engaged recurring audience from scratch with quality research-focused publishing across multiple channels and mediums: blog, podcast, newsletter & more.
- Represented the company at industry events as a keynote speaker & panelist.

PRODUCT MANAGER, AD TECH

FYBER, BERLIN (2013-2015)

- Co-designed and delivered the company's ad network mediation product for dynamic ad serving in mobile and web apps. Worked on the foundation of a forthcoming real-time bidding (RTB) stack.
- Product Owner of two parallel engineering teams of 6 engineers + QA, responsible for prioritizing & delivering a single product roadmap between the two teams. Implemented process improvements and drove awareness of the company roadmap and goals.
- Managed a ground-up redesign of Fyber's publisher analytics dashboard, from user research and conception through to release. Managed input from clients & internal

stakeholders. Heavy focus on data visualization and actionable analytics & user segmentation for mobile app publishers.

SOFTWARE ENGINEER

RM EDUCATION, OXFORD (2011-2013)

- Led multiple concurrent Agile software development projects end-to-end, inc. coordination of an offshore development team as well as UK-based software architects.
- Ran multiple software development projects, collaborating with product & project managers, designers and other stakeholders both internal and external.
- Took a portfolio of new cloud-based web applications from green-field conception to release, following Agile methodology. UX design through storyboarding, wireframes and technical architecture. Designed and implemented enterprise single sign-on solutions for a cloud-based portal using Microsoft's WIF and STS technologies.
- Drove constant process improvements, including turning weekly spreadsheet-based 'project meetings' into hands-on 'product demos'.

ENGINEER

STOWOOD SCIENTIFIC INSTRUMENTS, OXFORD (2005-2006)

- Research & writing of trademark applications for new technology products.
- Building, maintenance & setup of sleep monitoring hardware & software systems for medical sleep labs, diagnosing sleep apnea & other chronic conditions.
- Customer support for hardware, software produced. Phone & face to face.
- Programming project (Visual Basic) creating a configuration utility for software package, eventually distributed with a global software release.
- Running order fulfillment & sales transactions - invoicing through to packing & dispatch.

BSC (HONS) COMPUTER SCIENCE: 1ST CLASS, SALUTATORIAN

UWE BRISTOL UNIVERSITY, UK (2006-2010)

Thesis: 'Investigating the use of Context Awareness for increased relevancy in mobile advertisements'. Built a context aware mobile application (Android) for serving relevant ads to users based on a number of factors.

Modules: Cryptography & Coding Systems, Agent Based Computing, Machine Learning, Software Design, and more.