

MICHAEL B. HIRSCH

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PRODUCT MANAGEMENT EXECUTIVE

Over 20 years of Product Management, Product Marketing, and Leadership experience. Record of results includes driving groundbreaking product launches, growing top and bottom lines for existing businesses, building and leading successful teams, and capturing new markets. Holds MBA and MS Engineering degrees.

Passionate and energetic leader with a proven ability to inspire vision, strategy, transformation, and teamwork in fast-paced, rapidly changing environments. Unwavering focus on the customer experience underpins product visions, roadmaps, and strategies. Natural entrepreneur who has learned to patiently navigate corporate structures to drive results. Strong leader with the confidence and knowledge to make difficult decisions and stick with them.

CORE STRENGTHS

Competitive Product Positioning / Product-Project Lifecycle Management / Strategic Planning & Execution
Digital Transformation / Product Requirements Definition / Technology Product Development
New & Emerging Technologies / Marketing Campaign Development & Launch / Management Team Leadership

PROFESSIONAL EXPERIENCE

HERE TECHNOLOGIES – Seattle, WA – 2016-2023

Director, Product Management, HERE Marketplace (2020-2023)
Director, Product Management, Developer Relations (2018-2020)
Head of Technical Product Management, Office of the CTO (2016-2018)



Led Product Management team responsible for the development and launch of the HERE Marketplace – a self-serve 2-sided marketplace for location-based datasets and services. Built and led a 20-person globally distributed team to scale the HERE Developer Community by integrating HERE services with 3rd party developer ecosystems and creating content, tools, and prototypes to educate and inspire developers about intelligent location services.

Results: Contributed to over 100% YOY Developer Community growth for 3 consecutive years and over €50MM in additional long-term revenue. In 2020, HERE Technologies Developer Relations was independently rated the #1 (out of 25) developer relations program in the location industry.

- Significantly increased HERE's developer reach by integrating and launching HERE Location Services on more than 6 leading developer ecosystems including AWS (Amazon Web Services), Microsoft Azure, and IBM RedHat. For each launch, led a full go-to-market campaign including earned, paid, and owned media plus Sales co-sell enablement.
- Launched Freemium plan giving developers free limited use of HERE Location Services resulting in a 100% increase in monthly developer growth, a 100% increase in monthly active user growth, and a 55% increase in portal traffic.
- Key contributor to successfully influencing the entire ~10,000 employee company to prioritize Developers first and to embody a self-serve mentality in all product development.
- Established and honed a highly effective and data-driven lead generation funnel from Self-Serve Developer to Inside Lead Development and on to Direct Sales utilizing Content Marketing, Paid Search, and Developer Events.
- Built and managed a multi-scrum, full-stack development team in Bangalore, India comprised of a nucleus of full-time Engineers and Product Owner and met growing demand by expanding the team with 15 external contractors.

PROQUEST – Seattle, WA – 2013-2016

Vice President, Product Management



Product Management Leader for \$85MM software business unit. Led a 15-person team consisting of Product Managers, UX Designers, User Insights, and Data Analysts responsible for the product and business management of student, researcher, and librarian SaaS applications.

Results: Created and launched an integrated product offering from three independent product portfolios resulting in 4.7% CAGR growth in profit (in a declining market). Formed and grew cohesive Product Management team from three geographically dispersed teams with no unanticipated attrition.

- Created and secured Board approval for 3-year portfolio strategy including new product introductions, unified product roadmap, migration plans for new releases, and end-of-life plans for products nearing obsolescence.

- Product Management and Product Marketing of SaaS applications including developing roadmaps, gathering and authoring requirements, pricing, positioning, and channel strategy.
- Restored the credibility of a premium product that was underperforming due to excessive technical debt through high-touch customer management, architecture redesign, and communication plan for triaging future issues.

T-MOBILE USA – Bellevue, WA – 2011-2013

**Director, Product Marketing, Tablets and Mobile Broadband**

Held P&L and product marketing responsibility for T-Mobile’s Tablet and Handset businesses across all channels. Accountable for setting business and marketing strategy, managing product assortment and device lifecycle, developing marketing requirements, launching new SKUs, and establishing and maintaining pricing. Led Product Marketing team for entire Mobile Broadband portfolio and managed several cross-functional teams.

Results: During early days of connected tablets, drove 74% YOY growth in tablet customers and 77% YOY growth in tablet monthly revenue simultaneous with a 46% reduction in churn. Managed significant portion of handset portfolio with annual sales of 6MM units and over \$100MM in margin contribution.

- Led the planning, marketing strategy, and nationwide launch of “No Annual Contract” Mobile Broadband in over 6,000 T-Mobile stores and over 2,000 Walmart locations.
- Accelerated Mobile Broadband growth in B2B segment by driving a complete overhaul of B2B device and service pricing as well as an aggressive expansion into the Education and Healthcare market verticals.

QUALCOMM – San Diego, CA – 2007-2011

**Director, Product Management, Brew Mobile Platform (2010-2011)****Director, Product Management, FLO TV (2007-2009)**

Lead Product Manager for FLO TV Portable Television hardware + software + online service. Later, transitioned to Qualcomm’s mobile software business unit to lead the design and development of an “Android-challenger” software platform for low-cost smartphones in China - a key Qualcomm strategic initiative to grow market share in China.

Results: Successful nationwide launch of mobile television, thereby expanding the market for FLO TV and establishing direct-to-consumer as a key channel for Qualcomm.

- Facilitated on-time, under-budget launch of world-class, future-proof direct-to-consumer service that met business needs despite late change in requirements with 80% of the project already completed.
- Led the development and deployment of a groundbreaking, world-class Personal TV device and service. Guided team of external vendors and internal engineering to deliver on vision. Successfully launched the device nationwide in the 2009 holiday season.
- Product lead within a team of UX designers and software engineers who developed smartphone platform and reference hardware for China and markets beyond.

Additional Experience:

Director, Product Management – UNIVERSAL ELECTRONICS



Senior Product Manager, Broadband Services – SONY CORPORATION OF AMERICA



TEACHING, EDUCATION, & CREDENTIALS

Adjunct Professor – Seattle University, Albers School of Business and Economics**Master of Business Administration** - University of California (UCLA), Graduated with Honors**Master of Science in Mechanical Engineering** - University of California (UCLA), Distinguished Scholar**Bachelor of Science in Mechanical Engineering** - University of California (UCLA), Distinguished Scholar**Certifications:** Product Management Excellence (UC Berkeley), Pragmatic Marketing**Licenses:** Professional Engineer License, State of California | **Languages:** Fluent in Spanish