

DEAN J. KROKER

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PROFESSIONAL SUMMARY

8+ years of hands-on experience in product design and management for data-centric software companies—learning how people use products and how those patterns evolve with technology. Ability to distill complex technical insight into actionable decisions, garnering commitment and momentum within B2C and B2B teams. Software engineering background with a vision to improve the lives of people through well-designed product.

SKILLS

Languages: .NET Core (C#), JavaScript (ES6, React, Redux, JSS), SQL, Java, HTML

Quantitative: Azure SQL, Power BI, Azure Data Lake Store, A/B Testing, Custom Analytics Tools

Cloud: SDLC Automation, Azure Data Factory, Azure Functions, Databricks, Azure DevOps, Git

Product: Product Roadmaps, Growth Strategies, Certified Scrum Master, Design Sprint Facilitator

Qualitative: User Testing, Story Telling, Technical Sales, Relentless Team Player

Design: Sketch, Figma, Final Cut Pro, Adobe Photoshop, Adobe Illustrator, Wireframing

PROFESSIONAL EXPERIENCE

Capax Global, A Hitachi Company

Jun 2016 – Present

Product Owner, Growth Team (Jun 2019 – Present)

- Lead growth team in launching and measuring new offerings within company, focused on driving an increase in client engagement and a reduction in customer churn.
- Developed roadmap for data management product, taking average data projects from 20+ to 6 weeks. Implemented product at 6+ clients yielding an average account growth of 320%.
- Direct workshops for product teams in healthcare, financial services, retail, energy, and automotive—earning 7 Figure investments across multiple product roadmaps.
- Led team through ideation and re-design of 4 internal tools simultaneously resulting in to a 400% increase in reporting visibility within business.

Senior Solution Architect (Mar 2017 – Jun 2019)

- Product Manager for 12-person IoT team—leading to real-time visibility of construction rig health across 1000s of vehicles—managing hardware, embedded software, networking communications, cloud software, and front-end application workstreams.
- Managed product teams to build Fortune 500 Data Estates, eCommerce applications, and increasing bottom-line by re-architecting products around cloud-first practices.

Technical Project Manager (Jun 2016 – Mar 2017)

- Led team in the expansion of Philadelphia office to 4x the size in less than a year, growing from 12 to 50 employees and scaling teams accordingly. Built tooling to aid in office buildout, hiring initiatives, and sales efforts.
- Built product to measure energy pricing, releasing to 1000s of substations across the U.S.

Endless Tone, Inc.

Mar 2013 – May 2018

Co-Founder & CEO

- Built ecommerce business to match musical instruments, guiding product team through roadmap, securing over \$100,000, and partnering with 12 instrument manufacturers.

- Led 2 teams to build B2C music matching site, providing accurate product information for 10,000+ products, earning affiliate revenue through Amazon, Guitar Center, and others.
- Owned stakeholder communication and roadmap for data integration revenue model—extending product to B2B instrument manufacturers and retailers.
- Tested release candidates via A/B testing across demographics. Owned product analysis and used data to guide short and long-term business objectives.

IBM

Summer 2015

Software Developer Intern

- Spec'd and implemented a new I/O module for IBM z/OS Mainframe Architecture.
- Translated client needs into requirements and organized execution across 8 team members.

AVG Technologies

Summer 2014

Software Developer Intern

- Worked in Prague CZ to improve company's data estate, automating collection of advertising data through relational data sources and APIs.
- Produced data mart and reporting to illustrate mobile customer presence.

Whitemarsh Technology

Oct 2008 – Dec 2013

Co-Founder & CEO

- Owned and operated software consulting firm with 8 employees serving 1000s of clients.
- Led project teams to design webapps, business infrastructure, and custom videos.
- Developed 1:1 program for high school, equipping each student and faculty member with a custom configured computer.
- Oversaw technology improvements for businesses including business system design, WiFi architecture, and Audio/Visuals setup.
- Built infrastructure model to support active backups and updates for 1:1 program. Managed ongoing security patching, Active Directory setup, and Open Directory integrations.
- Built platform for more efficient monitoring of events and technical needs at summer camp of 1000+ campers and staff members.

Urban Outfitters

Summer 2012

Software Developer Intern

- Worked at Headquarters, creating and optimizing SEO-specific search hierarchy for customer-facing website—leading to an increase of 45% in first-page search results.
- Automated the update process for company listings on Google Places.
- Documented API and wrote unit tests for iOS and Facebook integrations with company app.

INTERESTS

World health, acoustic guitar, architecture, climbing

PHILANTHROPY

Education (iMentor), women's rights (FlyTall), Jewish culture (Jewish Learning Institute)

EDUCATION

Lehigh University

Bachelor of Science (B.S.), Computer Science & Business