Dan N. Tran

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EDUCATION

UNIV. OF VIRGINIA

BS, Computer Science, minors in Mathematics & Engineering Business (2010)

TJHSST

(2006)

TOOLKIT

PRODUCT

*Jobs-To-Be-Done theory (ODI methodology)
OKR goal setting framework
"Outcomes, not output" ethos
Agile (Scrum) framework
Lean experimentation
UX research/IDI protocols
Customer journey mapping
Product feature specs
Roadmap prioritization
UX wireframes
Use case definitions
A/B testing
Competitive market research
Go-to-market strategy*

TECHNOLOGIES

*HTML ▪ JavaScript ▪ CSS
Apache ▪ Java ▪ C/C++ ▪ PHP
C#/.NET ▪ SQL/NoSQL
Elasticsearch ▪ Linux distros
Mac OS X ▪ bash/UNIX CLI
Microservices architecture
RESTful API design*

SOFTWARE

*JIRA ▪ Clubhouse ▪ Trello
Airtable ▪ FullStory ▪ Heap
Tableau ▪ Domo ▪ Looker
Sketch ▪ InVision ▪ Balsamiq
Zeplin ▪ Intercom ▪ Zendesk*

OTHER

Volunteer IRS-certified income tax preparer with community nonprofits (Grow Brooklyn; United Way of King County) for four tax seasons

PROFILE

Product/market fit is driven first by the user, validated by the business model, and sustained by a passionate culture-and-values-first team.

I lead product teams by developing a strategic vision based on unassailable unmet user need (*"I don't just want this, I need this"*) and business value through clear competitive advantage (*"Why us, why now? How is this win-win?"*). Then, I ensure fellow teammates and stakeholders are passionate about our north star, and empower them to make the right decisions independently (*"I get where we're headed, I'm trusted to do what's best… I'm all-in"*). An intentional culture and set of values are non-negotiable – what do you, your product, and your company stand for?

EXPERIENCE

SENIOR PRODUCT MANAGER
CBRE Build, formerly Floored, a commercial real estate tech startup acquired by a Fortune 500 co. (7/2018 — 3/2020)

- Built a new product team inside of the world's largest commercial real estate services company, envisioning a future where every commercial tenant hires CBRE for differentiated real estate advisory services through technology
- Defined the product vision, strategy, and roadmap through Jobs-To-Be-Done theory — uncovering unmet user needs through qualitative/quantitative methods — and built executive buy-in for an investment in the product
- Launched an MVP in five months with high user satisfaction, and a beta-ready platform in another five with measurable MoM impact to user engagement
- Launched CBRE's first product management internship program, building an associate PM talent pipeline

PRODUCT MANAGER
Yext, an enterprise marketing SaaS company (3/2016 — 6/2018)

- Managed product development of Yext for Events — the company's first major product launch post-IPO — defining the product vision and roadmap, designing product features impacting all Yext product areas, and collaborating with other stakeholders on technical architecture, UX design, market research, product positioning, sales enablement, pricing/packaging, go-to-market strategy, and overall executive buy-in
- Launched Yext's App Directory — a platform for turnkey integrations into Yext's product suite — defining RESTful APIs, OAuth flows, third-party app developer documentation, internal app approval processes, and working alongside business development to onboard and launch over 20 SaaS partners in leading verticals
- Launched Yext's integration with Uber — a novel consumer experience incorporating Yext content inside of Uber's app — designing product features, owning the business/technical partnership with Uber's developer platform team, defining and implementing internal ops/sales/CS processes, and working with flagship clients to ensure success and secure branded references. Integration featured in Fortune, The Verge, AdWeek, and adopted by leading retail customers on their consumer-facing properties

INDEPENDENT CONSULTANT
Reverb Networks, a telecom infrastructure software startup (9/2014 — 7/2015)

- Product development consultant to a telecom startup (with successful exit), bringing the company's flagship Self Optimizing Network product to market through software engineering, pre-sales engineering, systems integration, and product/project management services
- Solely managed and performed all on-site engineering efforts during international customer trials in Brazil, Uruguay, Vietnam, and Egypt, including data integration, software/hardware systems integration, product deployment into live 3G cellular networks, and fault investigations
- Solely managed on-site account relationships with prospective customers, including setting trial schedules, establishing success criteria, and preparing sales presentations alongside CEO
- Set product usability and feature development goals based on customer use cases and market influences

PROGRAM MANAGER
Microsoft/Bing, the world's #2 search engine by market share (9/2010 — 10/2012)

- Managed product development of Microsoft's large-scale human labeling, crowdsourcing, and microtasking platform, providing crucial training data (>10 million datapoints/year) for Bing's machine learning algorithms
- Designed and shipped novel improvements to search quality measurement platforms, contributing to a multi-million dollar fiscal year reduction in Microsoft's overhead costs
- Created new metrics and measurement techniques to assess quality of Bing's mobile search results; greenlighted by VPs to lead a cross-team initiative to improve quality based on findings