

SHUNSUKE UENO

San Diego, CA | (213) 915-4649 (m) | me@shunsukeueno.com | <https://www.linkedin.com/in/shunsukeueno/>

PROFESSIONAL PROFILE

- Product management professional with over 15 years of experience in creating profitable digital and mobile products and services.
- Growth product management - a proven track record of rapidly expanding businesses by utilizing user-focused product optimization, A/B testing, and cross-platform campaigns.
- Managed development of business strategies, product lifecycles from cradle to development, launch, maturity, and P&L of product lines.

EXPERIENCE

Silvermine Group

Director Product Management

Manhattan Beach, CA

Sep 2017 – Current

- Managing "eForm2290.com" ecommerce site, an IRS-authorized e-File provider.
- Improved customer acquisition, conversion and retention by enhancing products, optimizing the funnel, and improving the marketing processes.
- Having double-digit growth every year, the sales grew multiple times over the course of three years.

Online Guru

Senior Product Manager

Encinitas, CA

Nov 2016 – April 2019

- Responsible for managing new Initiatives, including mobile, of a website with 120 million annual visits.
- Launched multiple new products, including New Drivers Guide Progressive Web App and Ad Inventory Optimization service system.
- Managed Mobile traffic: improved UX while maximized the monetization at the same time.
- Optimized user conversion rates and increased monetization opportunities with a series of A/B tests, resulting the RPV for mobile to be doubled and the overall mobile revenue to be 2.5x.

Betcade

Director of Product Management

San Mateo, CA

Jul 2015 – Jul 2016

- Built and launched a third-party AppStore with a 2-way payment system.
- Codified the idea into a design, managed the development, and launched the product, which is a combination of platform + payment + developer connections (App SDK + Saas)+ our App.
- Managed four global teams in India, South Korea, and two in the US.

NTN Buzztime

Product Manager

Carlsbad, CA

Dec 2012 – May 2015

- Launched in-restaurant, at-the-table tablets for food ordering, payment and entertainment. Over 3000 clients, including Buffalo Wild Wings, are still using them today.
- Launched the consumer loyalty program on the tablets, and led the day-to-day management of the program. Affected users showed 3% increase in revisit rates. For BWW, that would be an equivalent of a 30-store worth revenue bump.

Somo Global

Senior Strategist, Product Development

San Francisco, CA

Feb 2012 - Dec 2012

- Opened NY office and assisted in building SF team.
- Consulted and created mobile solution package plans for clients.
- Created a strategy and schematics of a gamified loyalty program for a restaurant chain

Mobile Strategic Consulting
Senior Strategist

New York, NY
Aug 2010 – Jan 2012

- Consulted at multiple ad agencies: advised their clients on mobile integrated channel offerings, programs, technology, roadmaps, and campaign tactics.

Ansible Mobile
Director, Research and Development

New York, NY
Apr 2007- Jul 2010

- Managed a team to create highly scalable mobile marketing products.
- Defined and developed the company's core product, the industry's first SaaS mobile marketing platform. The platform transformed the company from a tech vendor to a solution provider.
- Launched innovative and extremely profitable mobile marketing campaign products. These products became the flagship services of the agency.

ESPN
Product Manager, Producer, Premium Content, Mobile ESPN

New York, NY
Feb 2006 - Dec2006

- Managed the premium content portal business under Mobile ESPN brand by producing and curating sport branded and non-branded content
- Turned around the cash flow from negative to positive by tripling the conversion rate and increasing the Average Revenue Per User to 5X of the industry average.

EDUCATION

- California State University Northridge, Bachelor of Science, Business Administration

CERTIFICATION, MEMBERSHIP & AWARDS

- Certified Scrum Product Owner, Scrum Alliance
- Mobile Marketing Association, Research and Metrics Committee member, 2006 -2010
- Mobile World Congress 2006 - 2nd place The Best Made-for-Mobile Video Service: Portable Hollywood Service, as the Executive Producer

SKILL SETS

- Product development and operations management: product strategy, product roadmaps, product owner role, user stories, user experience, user facing service, user acquisition, user retention, loyalty, gamification, payment, cross-platform, funnel optimization, research and development, qualitative and quantitative analysis, user testing, A/B tests, eCommerce, marketing automation, digital marketing, mobile marketing, mobile advertising, SEO, SEM, project management, team management, vendor management, operations management
- Proficiencies: Adobe Analytics, Google Analytics, Tableau, Domo, Omnigraffle, Marvelapp, InVision, Jira, Confluence, Jive, Asana, Photoshop, Sketch, Word, Excel, PowerPoint, html, css, javascript, ExactTarget (Salesforce Marketing Cloud), Scrum, Agile development process
- Fluent Japanese (native language)

PERSONAL INTERESTS

Cooking, Hiking, Camping, Traveling, Rollerblading