

STEVEN R JONES

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PROFILE

Strategic product executive and innovative thought leader with multiple exits and a proven track record of leading, maturing and scaling SaaS product development at B2B enterprise software companies.

Seeking my next software product leadership role for a mission-driven, product-led company committed to delivering positive outcomes for its customers and for the planet.

SKILLS & COMPETENCIES

Product Management - Strategic Planning - Market Research - Customer Segmentation - Competitive Analysis - Product Strategy - Product Roadmapping - Business Case Development - Product Launch - Team Building & Performance Improvement - Software Product Development Lifecycle - Portfolio Investment Analysis - Technology and Vendor Selection

EDUCATION & CERTIFICATIONS

North Carolina State University
B.S. Computer Science

Terra.do Climate Fellow

Learning For Action, October 2023

Product for Net Zero

Standard Program, March 2023

PROFESSIONAL EXPERIENCE

VP Product Development

Basis Technologies (previously Centro), 2018 - 2023

Recruited to grow and mature the Product and Design teams to support the launch of our flagship product, an enterprise-scale media automation and intelligence SaaS platform for digital agencies and brands.

- **Go to market:** Drove the go-to-market strategy resulting in over 600 agencies and advertisers utilizing the platform and over \$1B in digital ad spend with >30% YoY software revenue growth.
- **Product development lifecycle:** Created and championed the product development process from concept to launch, including market research, product design, development, testing, and release.
- **Product team:** Successfully led and managed a 25-person product team, prioritizing product roadmap initiatives that drove API-based partner integrations and introduced new software revenue streams.

Head of Product

project44, 2016-2018

Recruited directly by founder/CEO to join the executive team as the company's first Product leader for this hyper-growth Chicago tech SaaS startup providing innovative API-based solutions for the global freight transportation industry.

- **Product strategy & vision:** Implemented a broad strategy to deliver 6 new product offerings that drove 500% growth in MRR and positioned the rapidly growing portfolio for success.
- **Market & business landscape:** Developed a comprehensive understanding of the market and business landscape to inform product strategy and competitive positioning.
- **Cross-functional partnerships:** Established and invested in strong cross-functional partnerships with Engineering, Sales, Marketing, and Customer Success teams to ensure successful product launches and high customer satisfaction.

VP Product Management

SpringCM (acquired by DocuSign), 2012-2016

Recruited by founder/CEO to lead the Product Strategy for this Chicago-based B2B SaaS company that provided cloud-based content services and contract management workflow automation.

- **Product roadmap:** Refined our multi-year, strategic product roadmap to focus the entire company on delivering best-in-class solutions to target enterprise B2B market, resulting in the closing of the top 3 grossing deals in the company's history.
- **Business & executive alignment:** Developed and maintained strong relationships with executive stakeholders to ensure alignment of product strategy with business objectives.
- **Product team:** Led the revamp of the Product team to better employ UX, customer research, personas, rapid prototyping & iterative product development, resulting in improved customer experience and satisfaction.

Senior Product Manager

iContact (acquired in 2012 by Vocus, now Cision), 2011-2012

Specifically recruited by leading SaaS email and social media marketing provider to bridge the gap between the long-term vision and strategy and the short-term tactical product roadmaps. Guided a team of Product Owners through building business cases for developing new product features, overhauling critical application components, and building strategic external integrations.

Co-Founder, Chief Product Officer

Capable Networks (acquired in 2010 by Magenium Solutions), 2004-2010

Defined an early SaaS business model for building and operating high-traffic online customer communities for Consumer Electronics companies like Hewlett Packard, TiVo, Netgear, Prezi, WowWee and Sling Media. Scaled the company from bootstrapped startup through multiple capital raises, growing both the direct customer recurring revenue model and a secondary online advertising stream.

Additional Career Notes

Previously held the positions of **Director of Technology** with ADEXS, **Principal Consultant** with DIAMONDCLUSTER INTERNATIONAL, **Technical Manager** with BEA SYSTEMS, **Co-Founder/CTO** with BAUHAUS TECHNOLOGIES (acquired by BEA SYSTEMS), **Senior Consultant** with PRICE WATERHOUSE (now PwC), and **Consultant** with ANDERSON CONSULTING (now ACCENTURE).

ABOUT ME

Accelerating the Clean Energy Transition

- Mentor to early-stage climate tech founders with [CrowdSolve](#).
- Active blogger on the Renewable Energy on [theRenewablePath.com](#).
- Future [Terra.do](#) Climate Fellow having enrolled in their Learning For Action flagship program.

Thought Leader, Speaker, Strategist in the Product Management community

- Regularly sought out to speak and moderate panels for product events, to be interviewed in [product podcasts](#), and to actively mentor Product Managers new to the role.
- 2016: started Chicago PM Peers, a thriving meetup for 100+ practicing product managers.
- 2015: authored a first of its kind, 52-week article series, [A Year in the Life of a PM](#).
- 2014: developed and brought to market [Go/No-Go](#), a Product Opportunity Assessment tool for PMs and Entrepreneurs.

Passionate Hiker, Backpacker & World Traveler

- Combining personal travel and remote work to explore the Inca Trail in Peru, Kilimanjaro and African wildlife in Tanzania, hidden waterfalls and beaches in Hawaii and the mountains and deserts of the American West.