



# Jack Reeves

Product Strategy Lead

📍 Munich, Germany

## Profile

I am a digital native with 15+ years of multi-disciplinary product marketing, strategy and management experience. I believe that products shouldn't just focus on solving tasks, but consider the end-to-end user experience. It's no longer just about what you make, but also how you make your customers feel. I am passionate about fostering these authentic experiences and relationships to improve customers lives.

## Experience

### Digital Director @ MATES Incorporated

10/2018 - Present

MATES brings expertise, commitment and resources to drive a program of change to build a company's digital business. We guide organizations as they reimagine and transform customer engagements, employee experiences, business models and operations. Our digital consultants work with customer teams to dream and envision their desired future, consider economic value and alternative ideas, and prioritize them. We enable teams to continuously deliver innovation as our design process is supported by the customer's digital culture and platform.

- Collaborating with internal teams to design user experience for a wide variety of digital experiences and applications.
- Planning, conducting, and leading client white-boarding sessions, design sprints, design / marketing workshops, and project meetings
- Prototyping solutions and iterating them based on user insight and client feedback
- Helping clients better understand their users – through structuring and conducting user research and evaluating usability of finished designs
- Advising clients of current UX/XD methodologies
- Clients include: Helly Hansen, Adidas, Musto, Drive Now

### Senior Digital Strategist @ TELUS

10/2017 - 10/2018

I was responsible for creating world class digital experiences at TELUS, a Forbes Global 1000 Telecommunication company. I work as part of the Design Direction team and manage the development of the TELUS Design System - a framework for ensuring brand consistency across digital touch points. This was a complex operational initiative that required extensive relationship management and reports directly to the CDO.

- Defined a product vision and strategy that satisfied all stakeholders
- Conducted research to identify key bets, initiatives and goals
- Worked with Tech Strategy on Operational Model Design
- Created feature complete React Component based design system
- Beta tested 28 versions with 88 initial components

### Senior Go-To-Market Product Owner @ TELUS

07/2016 - 10/2017

I lead product and market launches for the TELUS Digital team. This involved managing a cross-functional team of Engineers, UX specialists, UI designers, copywriters and QA's - ensuring that they were following customer-centric design and development processes.

## Details

Born 28/11/1985  
hello@jackreeves.eu  
linkedin.com/in/jackreeves  
+351 928 118 142

R. da Porta de São João 17,  
8500-604 Portimão  
Portugal

## Education

Deutsch @ Münchner  
Volkshochschule

10/2018 - Present

A1 level passed. Currently  
studying towards A2

Project Management @ Institute  
of Project Management  
Professionals

07/2014 - 01/2015

PMP Certification, License  
1891209

Graphic Media  
Communication @ Bradford  
University

06/2003 - 06/2006

Bachelor Degree with Honours. I  
was the youngest person to  
graduate this course at age 20.

Graphic Design, Media Studies,  
Photography, Film @ Craven  
College

09/2001 - 06/2003

A Level Certification

## Skills

- Product Ownership
- Project Management
- Digital Strategy
- Consulting
- Marketing
- E-Commerce
- Brand Management
- Advertising
- Conversion Optimization
- Design Systems
- Social, SEM and SEO
- Direct & Affiliate Sales
- Analytics

## Languages

English - Native  
German - Beginner / A2

## Experience

- Created internal Site Builder product. A React component based templating system that currently powers over 30% of TELUS.com
- Reduced 2 weeks' launch window down to < 48 hours
- Redesigned the E2E Internet purchasing funnel using JTBD
- Increased new Internet customer conversions by > 32%
- Redesigned homepage and deals pages, reducing bounce rate by 27%
- Integrated segmentation, personalization and machine learning
- Defined portfolio vision, scope, business and customer opportunities
- Ensured that a customer-centric approach is followed end-to-end
- Delivered changes in an Agile/Kanban, Lean delivery environment
- Acted as a user experience and digital advocate for the broader organization

### Digital Brand Manager @ SAXX Underwear

11/2015 - 07/2016

I was responsible for generating brand awareness through Social, PPC, SEM, SEO, Affiliate and Direct Sales channels. We created industry leading marketing executions for products, athletes, retailers and consumers that increased online revenue by 40% with a ROI of 21:1.

### Digital Design Consultant @ it.agency

06/2014 - 11/2015

I work with a broad range of international clients to help deliver digital strategies, marketing campaigns and product development services.

Main client: Oakley Inc

- Collaborated with PO's across to develop digital strategies
- Worked with UX, UI, developers and translators to build an engaging direct mail program of over 1.2 million contacts
- Developed 3rd party store takeovers for key accounts
- Developed mobile/social microsites, HTML5 ads and campaign landing pages for key product launches and accounts

### Founder @ Media-Value.com

06/2014 - 12/2015

I developed an international media monitoring product aimed at PR organizations, sports agents and marketing agencies. Media Value listened to popular social media networks and over 250,000 print news outlets to provided an accurate advertising equivalency value.

### Digital Brand Specialist @ Oakley Inc

06/2013 - 06/2014

After developing a successful global social media strategy I became responsible for developing key digital campaigns executions that positioned Oakley as a disruptive, design driven and inspiring brand. Campaigns included the Tour De France, Sochi Olympics, Ferrari F1 and 'Disrupted By Design'.

### Marketing & Partnerships Manager @ World Snowboard Tour

11/2008 - 06/2013

In my initial role as a Marketing co-ordinator I embraced the new web technology at the time - Youtube, Facebook and MySpace - which resulted in 120,000 followers and 12 million videos. Later, as the Marketing & Partnerships Manager I helped produce the first competitive snowboarding iOS app and a 4 episode TV show that was syndicated in over 30 countries.

### New Media Designer @ The Mill Group

06/2006 - 06/2007

## Tools

- Adobe Marketing Suite
- Salesforce Marketing Cloud
- Office and Google Docs
- Adwords Certified
- Google Analytics / CoreMetrics
- Facebook Ads Platform
- InVision / Zeplin
- JIRA
- Sketch / Figma / XD
- Photoshop
- Illustrator
- InDesign
- After Effects
- Final Cut
- HTML/CSS
- PHP
- Javascript

## Methodologies

- KANBAN
- SCRUM
- AGILE
- Design Thinking
- Jobs-To-Be-Done

## Interests

- Snowboarding
- Rugby
- Live music
- Leather-craft
- Blockchain Technology
- Product design
- Arduino / Raspberry Pi

## References

### Shawn Mendel

Chief Digital Officer @ TELUS  
shawn.mendel@telus.com

### Mitchell Clements

Creative Director @ SAXX  
mitch@saxxunderwear.com

### Chris Hammond

Digital Director @ Helly Hansen  
chris.hammond@hellyhansen.com