

Philip Johnson

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EXECUTIVE SUMMARY

Data-driven product leader with over 5 years of experience developing winning B2C and B2B products at high-growth startups. Led product and marketing strategy at EverlyWell resulting in one of the fastest-growing consumer healthcare startups in recent history (0 - \$2MM in 1st year) and significantly contributed to the growth of SMB subscription marketing business from < \$100K to \$35MM ARR. Comfortable growing early-stage companies and solving problems using lean methodologies, data, and design thinking.

EXPERIENCE

EverlyWell (Austin, TX)

March 2016 - August 2017

Head of Product

April 2017 - August 2017

- Owned comprehensive redesign of the EverlyWell lab results experience and delivered to over 15,000 customers
- Launched complex integration of three innovative consumer lab tests combining genomic and traditional blood biomarkers on the Helix platform, the first and only consumer genomics marketplace
- Developed and released subscription lab testing product that resulted in a recurring revenue stream accounting for approximately 10% of annual sales after only 60 days
- Optimized operations by automating fulfillment of lab tests, physician approval process and test results delivery, resulting in cost reductions and an improvement gross margin by over 100%

Head of Product & Growth

March 2016 - April 2017

- Orchestrated customer acquisition strategy that generated approximately \$2MM in sales in the first year in market
- Led product strategy and design for the entire customer experience, including: ecommerce store, lab integrations, customer results dashboard, internal tools, and data / analytics
- Increased onsite conversion rate by 500% by redesigning ecommerce experience and with continuous A/B testing
- Simplified complex lab integrations by creating a proprietary tool that helped us launch 16 new tests in one year
- Transformed product packaging and instructional inserts to provide a consistent and straightforward customer experience resulting in fewer customer support requests and an elevated brand experience

Main Street Hub (Austin, TX)

September 2011 - March 2016

Product Manager

April 2014 - March 2016

- Owned and optimized all customer-facing products including the responsive content approval tool, customer dashboard, and reporting suite through 450% growth of customer-base
- Oversaw redesign of the customer platform and coordinated launch to 6,000 customers and 500 employees
- Mentored internal product manager candidates participating the competitive Semi-Pro Product Camp
- Led two agile teams in biweekly development sprints and overhauled internal agile processes

Associate Product Manager

October 2012 - April 2014

- Designed, help build, and launched an automated social advertising product that accounted for 12% of total monthly revenue and was implemented to every new merchant that was onboarded
- Optimized media spend of the same social advertising product by 50% through restructuring \$1MM of ad campaigns
- Managed, with the VP of Engineering, weekly agile sprints across five major products in various lifecycle stages

Reseller Channel Manager

February 2012 - October 2012

- Built and managed the reseller channel leading to a 300% increase in monthly channel revenue
- Created a training portal, deal registration program, marketing resources, compensation structure, and onboarding process to improve recruitment, screening, and qualification of leads to yield productive channel partners

Client Success Manager

September 2011 - February 2012

- Managed over 250 client relationships, 50% of active accounts, and increased the retention rate of the client book by more than 20% in three months

EDUCATION

Clemson University (Clemson, SC)

Fall 2006 - Winter 2008

- BA in Psychology. Minors in Business and Advertising

Davidson College (Davidson, NC)

Fall 2004 - Spring 2006

SKILLS

- **Proficiencies** - Macro / Micro Product Management, Web Development, Data Analysis, Rapid Prototyping, User Testing, Pilot Design, UX/UI Design, Customer Acquisition, PPC Management, SEO, Copywriting
- **Software** - Google Analytics, Heap, JIRA, Adobe Creative Suite, Sketch, Salesforce, GitHub, MS Office
- **Languages** - HTML, CSS, JS, jQuery, MySQL, Python, Ruby, Regex

AWARDS

- **TechCrunch Disrupt SF Finalist** (EverlyWell, 2016) - Competed in TechCrunch Disrupt and finished in the top 5
- **Employee of the Year** (Main Street Hub, 2013) - Won employee of the year out of more than 300 employees
- **Innovation Award** (Main Street Hub, 2012) - Awarded a \$10K cash prize for innovating an automated advertising product