

# SCOTT C. GERMAISE

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## PRODUCT & PROJECT MANAGEMENT—ONLINE PRODUCTS & SERVICES

*An innovative senior leader in the development and deployment of successful product marketing strategies. Broad expertise in new media and related technology, marketing and management and start-up operations. Creative designer of new products and methodologies resulting in several patents. An accomplished business builder whose team leadership, project management and strategic/tactical skills have driven the formation of multiple business entities including About.com, OpenSky.com and AdKeeper.com. Special expertise in:*

**Product Development and Marketing  
Information Architecture Development  
Team Leadership & Mentoring  
Budget Management  
Presenting to C-Level Executives**

**Product and Business KPI Planning  
Organizational Planning & Leadership  
Acquisition Analysis & Due Diligence  
Agency Relationships  
Start-up Expertise**

## PROFESSIONAL HISTORY

**Consultant, New York**

**2012 - 2013**

For The Receivables Exchange, New York, NY, an online Trading Company

- Provided Product Management leadership in defining, designing and documenting major architectural update for this Accounts Receivable Financing Trading Platform. Effectively turned upper management's vision for product goals into actionable collaborative MediaWiki documented requirements along with collaborative build of working prototype using innovative new JQuery and JavaScript user experiences. Prioritized roadmap items based on stakeholder needs and "customer first" perspectives.

For Tracer Graphics, White Plains, NY, a Specialty Printing Company

- Successfully launched entirely new B2C business for this primarily B2B provider of specialty print products. Established business needs, requirements and high level design. Selected and managed both UI / UX and Development external providers from initiation through product launch, including partnership with first major retail channel partner.

**Citypulse, LTD, Citypath.com, New York, NY**

**2011 - 2012**

VP, Product

- Citypath.com was used as a showcase for the company investors to manifest advanced aspects of content Personalization based on automated machine learning and synthetic content creation.
- Led site re-design from prototype into user useful go to market state. Defined clear, new UI concepts, Created and maintained Product Roadmap and translated line items into actionable requirements, designs and ongoing processes.
- Established and implemented Key Performance Indicators, (KPIs), including Event specific site behaviors. Instrumented site for analytics and defined custom reports, showing PV growth from 0 to 120K / month, and more importantly, doubled PVs/Visit.
- Implemented OpenX Ad Server and integrated with ad serving partner.
- Drastically improved productivity through introduction of new Agile methods and tools such as Jira.
- Managed local and offshore resources both internal and external for QA, UI / UX and Design.
- Citypulse, LTD discontinued U.S. Operations in 2012 and moved all development to Israeli home office.

**KeepHoldings.com**, (AdKeeper.com / Keep.com ), New York, NY

**2010 – 2011**

VP, Product Marketing Management

- As first team member and co-founder, served multiple product and business management roles during start-up of this innovative concept in consumer opt-in advertising. Within a year, enabled ads exceeded 100MM impressions daily, with industry beating .5%+ CTR within user's individual "Keep" account areas.
- Initial efforts included product strategy and tactical definition, budgeting, hiring plans and recruitment, information architecture, Salesforce deployment and vendor due diligence.
- Defined and developed Key Performance Indicators, led implementation and management of site analytics instrumentation and report definition for both clients and internal use.
- Post product team build out, transitioned to marketing role to grow site usage via various content initiatives, resulting in double and triple digit percent gains in KPIs.
- Performed strategic research, marketplace analysis and co-authored patent application documents.

**OpenSky.com**, New York, NY

**2009 – 2010**

VP, Product Management

- Led initial Product Management efforts from both Product and Engineering Development perspectives in order to stand up proof of concept product in under three months; leading to over 50 Shopkeepers online and selling inside of 9 months, doing over 10,000 orders / month in aggregate.
- Designed Shopkeeper Management Dashboards, defined initial KPIs and reporting interface.
- Developed sites under Volusion Shopping Cart, later transitioning to multi-store implementation using Magento. Created product taxonomy, defined and designed Shopkeeper production and management systems, implemented PowerReviews consumer review system, and store checkout flows.
- Managed implementation of Salesforce.com and OrderMotion Order Management System, shipping data logistics integration, Authorize.net payment and Customer Service systems.

**Twing.com**, Jersey City, NJ

**2006 – 2009**

VP, Product Management

- Conceived of marketplace need for effective vertical community search engine technology. After successfully presenting business case to achieve funding, wrote requirements, designed structure and managed creation of the world's largest community / forum search tool.
- Designed keyword performance visualizations across social space of forum content.
- Define ongoing requirements for product, manage creative staff and lead marketing efforts.
- Manage marcom activities for both B2C and B2B opportunities; including customer engagement activities from blogging to media interviews.

**TetraMesa**, New York, NY

**2002 – 2006**

Internet consulting & Specialty Publishing

Founder/Owner

- Interim VP, Product Management for start-up identity/security company StandardID. Developed marketing strategies, corporate identity, business process and planning for identity management and predictive risk analytics market spaces. Co-authored business plan and investor presentations.
- 2004 - 2005 Senior Director, ClubMom.com. Increased web site and eCommerce key performance metrics by double and triple digit percentages. Achieved this with strategy re-alignment, business process changes, site re-design, and enhanced SEO/SEM. Initiated user generated content effort resulting in tens of thousands of fresh, original content pieces within four months.
- 2003 – 2004 Developed and authored definitive 400 page book on consumer privacy issues.
- 2003 – 2004 Provided Internet product strategic and tactical consulting services for companies from Fortune 1000 to SOHO.

**About.com**, New York, NY

**1996 – 2002**

Vice President, Product Development for Sprinks

**1996 - 2002**

Led product team to grow business unit. Provided initial creation requirements for this pay-per-click advertising product. Provided direction, definition and product management for bid management interface, customer

dashboards, fraud detection methods, advertiser and distributor financial and usage reporting, customer service tools and quality assurance plans. Day to day product and staff supervision including brand and feature definition.

Vice President, Information Architecture

**2000 - 2002**

Led core product design and production team. Led design evaluation, schematic and requirements documentation, technical build of web elements, product leadership for development staff, deployment plans and quality assurance.

- Expanded product management role to manage growing product offerings.
- Played key role on About.com/Primedia Publishing merger integration team, bringing together About.com's technologies and offerings with Primedia's magazine publishers.

Director, Product Management

**1996 - 2000**

Led Product management for all About.com products. Designed common site architecture, created and tested templates for new designs. Specified products and managed production teams for advertising, commerce and production systems. Defined requirements and business process for advertising server systems.

- Designed basic architecture across 900+ Internet sites (NT & UNIX based).
- Defined requirements and developed tools for large-scale production system allowing site owners to produce to common screen formats with custom content.
- Created, integrated and tested HTML, XSLT, Javascript, ASP and database elements.

**Prodigy Services Company, New York, NY**

**1988 – 1996**

One of the earliest mass consumer online services companies.

Product Manager, Web Page Publishing

**1995 - 1996**

Team leader internal / external creative and development staff. Led or defined market research, prototyping and focus groups, designed product flow and determined content needs. Created financial models and set success for criteria for product, set policies and procedures for ongoing support, legal issues and customer service.

Project Manager, Internet

**1993 - 1995**

Created prototypes for online community, researched search and GIS solutions, selected and implemented production tools for web-based content. In-house consultant on cross-department projects.

- Created *AstraNet*, Prodigy's first website. Set tone and structure in writing and building of hypertext pages. Managed in-house and remote editorial/art staff. Initiated subscription and customer service procedures.
- Designed and managed Prodigy's Internet/USENET Newsgroup feature, quickly achieving over 50,000 first month enrollments. Authored customer education materials, competitive research, led focus groups.

Editorial Producer & Commercial Product Developer

**1988 - 1993**

Designed, built or managed popular database products including Grolier Encyclopedia, Ziffnet Selections, Zagat Restaurant Survey, Mobil Travel Guide and others.

## **EDUCATION and CERTIFICATIONS**

**Syracuse University, Newhouse School of Communications, Syracuse, NY**

**B.S., Public Relations Minor: Information Science**

**Google Analytics Certified (GAIQ)**

## **ASSOCIATIONS and SERVICES**

Member, American Society for Information Science and Technology. Volunteer work as Licensed Emergency Medical Technician, former President, 501(c)(3) not-for-profit volunteer ambulance squad.

## **U.S.PATENTS**

Awarded several patents in Internet development related to creation of Internet-based collaborative creation tools, and include U.S. Patents, 6,336,132; 6,226,648; 6,195,681; 6,157,926; 6,081, 788. Several additional patents pending related to search technology: 20100299326, and online advertising systems: 20110276400.