

JOSEPH GIBBIE

gibbiejoseph@gmail.com
(231)301-0007
/in/joseph-gibbie

EXPERIENCE



Fanduel

Senior Product Manager, organic growth lead (overseeing 25+ person team, 3 domains & 7 products)

2022 to present



Neiman Marcus

SEO Manager, product discovery lead (oversaw 5+ person team, 2 agencies & 2 e-commerce domains)

2021 - 2022



Victiv Media

Co-Founder, b2b + web portfolio development (frontend dev, 0 to 1 product management)

2013 - 2021



Bullmoose

Co-Founder, b2b web development (frontend dev, 0 to 1 product management)

2012 - 2013

ACCOMPLISHMENTS

- Grew FD to **\$150M from new users** via search '23
- Generated **\$45M via new users** for FD product '23
- Acquired **60k new users** via FD product(s), '23
- Saved FD **\$2M yearly** by bringing publishing in-house
- Increased NM revenue by **\$1.6M within first week**

- Conceived, co-founded & launched **hellorookie.com**
- Conceived, founded & launched **vapestaff.com**
- Generated **\$20M from scratch**, personal web portfolio
- Exited Hello Rookie via **acquisition & equity deal**

SKILLS

- **Product vision:** cerebral customer first mindset with pulse on industry & innovation, deep imagination with gut to challenge status-quo & charisma to earn buy-in from stakeholders
- **Product strategy:** objective focused while mapping crucial connections between users & products that lead to cascading positive outcomes, executing near term & planning long term
- **Product development cycle:** from idea to launch & improvement via user research, competitive analysis, stakeholder input, validation, design, engineering and testing

LEADERSHIP

- **Influence w/o authority & stakeholder management:** 5 product teams, 6 engineering teams, 3 designers & 3 ux researchers at FD – product / engineering / marketing / merchandising teams and external agencies at NM
- Deeply empathetic nature that **inspires healthy debate & challenging ideas** to effectively align stakeholders
- Natural drive for organic growth and **bringing the best out of those around me**

PHILOSOPHY

"If you want to go fast, go alone. If you want to go far, go together."

"Simple can be harder than complex: You have to work hard to get your thinking clean to make it simple. But it's worth it in the end because once you get there, you can move mountains."

EDUCATION

Associates in Science & Arts, Muskegon Community College (Michigan): 2007

High School Diploma, Hesperia High School (Michigan): 2004

INTERESTS

My 2 children (1 & 2.5), Golf, Road Trips, Travel, Signals Intelligence, Intuitive Design, Business Development, Free Thinking

TOOLS

Google Search Console, Amplitude, Figma, Jira Discovery / Delivery, Confluence, Miro, React, Next.js, GraphQL, Amazon S3, Redis, Botify, Google Search Central, SEMRUSH, ahrefs