

STEPHEN BALOGLU

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stephen baloglu \STĒ-ven ba-LŌ-gloo\ *n.* Creative product director with over 14 years experience designing, building and managing high-tech solutions for consumers and businesses on and off the web. Proven ability to execute on goals and communicate throughout an organization, including C-level executives. Problem solver. Analytical. Creative. Self-Directed. Ambitious. Excellent personal skills. Passion and enthusiasm for life and work.

Experience

2009 – Current

Pathway Genomics

San Diego, CA

Director of Product Management

Senior leader of product at biotechnology startup company providing genetic tests delivered to consumers and physicians globally over the web direct, through partners and corporate wellness programs.

- Drove strategy and product roadmap for five products in the company portfolio including DNA testing services for ancestry, nutritional genomics, health, pre-pregnancy and medication response
- Directed development of new product from concept to production while supporting scientific discovery processes leading to patent pending breakthroughs in the genetics of obesity
- Worked with genetics lab and scientific curation teams to define new assays to report in DNA testing results
- Built and managed new product with a \$25mm revenue pipeline
- Managed partner relations and implementations with Fortune 50 companies
- Evangelized product to partners and customers to build awareness and understanding of new technology
- Performed market analysis to define product strategy and market sizing for new opportunities
- Defined and documented business and market requirements, feasibility and scope for new initiatives
- Designed site wireframes and user interaction for public website, product and member site
- Built intellectual property for company by creating and implementing new product concepts and designs
- Worked with celebrity TV personalities and producers for product placement in popular weight loss show
- Developed product requirements for mobile application to deliver product over mobile media
- Built pre-release product version and fulfillment process that enabled the company to sell and deliver product while it was still in software development process
- Created sales and marketing presentations for existing product and custom opportunities
- Measured and analyzed data including web site analytics, survey data and focus group feedback to drive decisions and prioritize efforts
- Worked with sales, marketing and existing customers to turn feedback into product enhancements
- Defined new process flows to enhance business process through laboratory and product delivery
- Worked with engineering team of 12 using Agile development methodology
- Managed team of three including communications manager, user interaction and graphic design
- Collaborated with cross functional teams including executives, geneticists, PhD scientists, software, bioinformatics, laboratory, marketing, business development, client services, finance, privacy and compliance
- Managed feedback and content with subject matter experts including physicians, registered dietitians and exercise physiologists to incorporate accurate, expert data into products
- Managed multiple projects simultaneously to deliver on-time while meeting project goals
- Defined and managed new internal back-office administration tools to support business processes
- Technologies: Google Analytics, Balsamiq, Facebook Connect, iPhone, Wiki, Atlassian Confluence, Jira, Greenhopper, Salesforce, Apple iWork, MS Office

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2008 – 2009

ProQuo, Inc.

San Diego, CA

Director of Product

Led product team at a startup company developing consumer applications on the web including junk mail reduction service, credit card recommendation engine, online marketing profile and consumer privacy services.

- Executed vision of executive team on-time and within budget including new product from concept to launch in as little as 3 months
- Defined product strategy and product roadmap
- Managed product development and release cycles with local and international offshore development and QA teams using Agile software development methodology for three web service products
- Managed product team, senior interaction designer, web designer
- Defined and documented business and market requirements and prioritized for inclusion to product releases
- Created UI wireframes and design with functional requirements and user stories for software development
- Developed and implemented new product management and customer support processes to company
- Optimized site through A/B testing and Omniture tracking to increase conversion rates over 20%
- Managed partner relationships, affiliates and business development
- Incorporated and prioritized feedback from usability and focus group testing of new and existing products
- Designed and implemented updated brand messaging for web site, email marketing and PR
- Performed television and live radio interviews including NBC/San Diego and KGO San Francisco
- Grew online membership from 40k to over 500K consumers in 9 months
- Managed email marketing and newsletters including copywriting, list management and content optimization
- Implemented social networking campaigns through Twitter and Facebook, grew followers 10x in one month
- Technologies: Omniture, Google Adwords, Yahoo SEM, Basecamp, Exact Target, Apple iWork, MS Office, WebEx

2003 – 2007

ID Analytics, Inc.

San Diego, CA

Strategic Account Manager

Managed strategic accounts from pre-sales through account lifecycle for identity fraud prevention solutions. Led and coordinated cross functional teams including product, software, IT, consulting and analytic scientists to ensure delivery and value to the end client.

- Managed accounts of over \$21mm in contract valued of top-tier Fortune 100 financial, retail credit card, online retail, and wireless providers
- 100% client retention maintained throughout tenure
- Built ROI and cost benefit analysis for business case and validation of product value over 10 times ROI
- Data driven statistical measurement and analysis of probabilistic risk score to determine product performance and make recommendations for optimal use of products
- Performed in-depth business process review with clients to document and understand business environments, best practices, integration points of product, cross-sell/up-sell opportunities
- Managed projects ranging in duration from 1 – 9 months with cross functional teams
- Strong industry knowledge of fraud risk and privacy in credit, online commerce and wireless industries
- Presented to medium/large audiences at trade show conferences
- Intermediate-advanced skills: MS Word, Excel, PowerPoint, Project, SQL, Upshot CRM, Java, XML, PERL

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1997 – 2003

Fair, Isaac and Company, Inc.

San Diego, CA

Solution Delivery Consultant

Lead engineer installing and configuring telecommunications and credit card fraud prevention solutions across US, Europe, South America and Asia. Pre-install package building, testing, onsite install, configuration and troubleshooting. Provided technical and operational training to clients.

- Supported global sales team of \$15-20mm in new business annually including RFP and client presentations
- Designed the installation and delivery of new fraud solution product to process 100mm transactions per day
- Recruited by company president as 1 of only 2 team members retained and relocated following acquisition

Education

San Diego State University

San Diego, CA

Business and Information Systems

Bachelors of Science, Cum Laude, May 2006

Sacred Heart University

Fairfield, CT

Computer Science & Information Technology

Bachelors of Science (course work transferred to San Diego State University)

Professional Development

Pragmatic Marketing Certification - Practical Product Management and Requirements That Work

Strayer Consulting - Executive Development Program

Media and PR training - Rainmaker Communications and Atomic PR

UCSD Extension – Oracle PL/SQL and database management