



Loren Colin

## PRODUCT MANAGEMENT LEADER

Specialized in transformational journeys and customer success.

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### BACKGROUND AND PURPOSE

Loren is a highly conceptual strategist, creative thinker and technologist with the proven ability to build and deploy enterprise-grade software products at scale. Most recently at Cavnus, Inc., Loren helped to define the future of communication where the physical and digital merge into one lived human experience. He is most excited to collaborate on defining the problem and to work together delivering the best solution.

### SKILLS

Product Leadership, Product Strategy, Product Requirements, Product Marketing, Cross-Functional Team Leadership, Agile Methodology, User Experience (UX), Software as a Service (SaaS), Customer Journey Experience, Go-to-Market Strategy, Security, Project Management, Competitive Analysis, Data Analysis

### EXPERIENCE

#### **Vice President, Product Management – Cavnus, Inc., Los Angeles, CA (Remote/Hybrid)**

*April 2017 – October 2023*

Transformed a proof-of-concept extended reality experience into a completely scalable, secure and reliable SaaS platform that allows anyone to build, deploy and manage multi-person, connected, real-time 3D metaverse experiences across devices including AR, VR, Desktop and Web Browser.

- Responsible for the product vision and platform roadmap. Led a yearly product strategy meeting and a six-month re-evaluation meeting, gathering input from every corner of the company and from customers, to set goals and priorities, and to help each team member understand how their individual role fits into the larger vision for the brand and product.
- Led the product design and user experience practice, in collaboration with the director of product design and the engineers, to clearly define and document feature requirements for all of the platform's native spatial applications (Windows and macOS desktop, tethered VR, mobile VR, iOS and Android tablet with AR, and HMD AR), web applications (super admin portal, customer admin portal, user portal, web videoconference portal and [cavnus.com](http://cavnus.com)), SDK, plug-ins, and content converter, as well as for integrations with Stripe, Jira Service Management, Webflow, Campaign Monitor, SparkPost, Typeform and Zapier.
- Developed and executed the SaaS Go-to-Market strategy, including competitive market and pricing analysis, created the pricing plans and services matrix, and delivered the completely automated journeys from marketing to purchase to customer success. Worked with the CEO and business team to project revenue, profit and loss for different models.
- Developed and executed novel innovations to hard problems, like developing UX/UI that works across multiple devices and platforms, developing a shareable content library system that works in 2D and 3D, structuring features to be white labeled, developing a completely-customizable roles and policies system to seamlessly manage people, content and the new concept of a virtual 3D space, and a system to easily publish an immersive, multi-person experience that launches on any device with the click of a link.
- Recruited, hired, mentored and supported the product, engineering, marketing, quality assurance and customer support teams, easily the most rewarding part about being a leader. Directly responsible for 10 hires of the 20-person company-wide team.
- Led the Agile practice, project managed the team using Jira, continuously improved processes and workflows in collaboration with engineering and QA team leads, and supported the teams to self-organize, so they could work their best and stay focused on well-defined priorities.
- A big believer in MVPs and shipping new releases in regular intervals. Managed the product, engineering and QA process across development, stage/UAT and production environments to allow R&D to work on its own track while finished features and fixes flow into regular updates, while also supporting DevOps.
- Led the brand strategy, in collaboration with the marketing director, conducted market research including customer surveys, validated customer targets by industry and use case, refined positioning and messaging based on data, defined and executed social media campaigns, targeted email campaigns, paid advertising campaigns, press outreach campaigns, brand partnerships, creator partnerships and live events. Developed and refined the company's mission, vision and values and produced brand guidelines.
- Experimented with the Cavnus technology to create new modes of 3D storytelling for internal marketing.
- Supported CEO to raise \$14.5m from seed to Series A.

- In 2.5 years, organically increased LinkedIn followers from 40 to nearly 5,000, developed email lists of prospects and customers into the 1,000s, and increased traffic to cavnus.com by 3,500%.
- In the first 60-days of the SaaS product availability, employed only organic email and social promotions and succeeded in driving over 500 new customer sign-ups, and started a targeted conversion campaign to turn free plan customers into paid plan customers.
- Responsible for strategic partnerships and technology integrations with industry leaders such as Meta, Qualcomm, Epic Games, Unity, AWS, Lenovo, Pico, HTC, Magic Leap and Ready Player Me.
- Supported the technology teams researching new approaches to bring forth in-house innovation and 3rd-party integrations to bring solutions to the platform faster than if we built it ourselves, and defined the path to integrating solutions together.
- Developed a super admin portal dashboard to display platform and customer analytics at a glance including key SaaS KPIs covering trends such as average daily users, percent returning users, average time spent per user, and platform cost centers such as file storage, data sent/received, voice and video data sent/received.
- Led the customer support effort, including managing the support portal, receiving customer feedback, bug reports and feature requests, integrating solutions to customer input as part of the regular development process, and oversaw the development of the knowledge base.
- Defined and managed the commitment to the customer as owner of the Terms of Service, Privacy Policy, End-User Licensing Agreement, Community Standards and Safety, and provided input on the Master Service Agreement, Service-Level Agreement and SOC 2 Compliance.
- Managed third-party vendors and services, including negotiating licenses, costs and service-level agreements.
- Scoped projects for custom engineering requests to support the sales and solutions teams.

#### **Creative Executive and Product Management – Inhance Digital, Los Angeles, CA**

*September 2014 – March 2017*

Clients: Shell, Merck, Amgen, Alcon, Monster, International Speedway Corporation (Daytona), Penn Mutual, Schneider Electric, Pratt & Whitney, Ford, Ten-X

- A hybrid strategist, creative, account and product role with a focus on new business development and expanding opportunities with existing clients.
- Developed strategies for research and development of real-time immersive applications, turning quick prototypes into practical solutions for clients' marketing, operations and training needs.
- Directed multiple, simultaneous pitches from strategy to presentation, overseeing the complete digital customer journey, budgeting, timelines, and ultimately delivering a signed statement of work.
- Led organizational change including a new structure and an agile-based creative and technology led process that clearly defined roles and responsibilities, empowered people and drove collaboration.
- Led teams of between six and 20 including 2D artists, 3D artists, environmental designers, user interface designers, motion graphics artists, copywriters, storyboard artists, video editors, producers, technology hardware specialists, developers, programmers and quality assurance testers to deliver cutting-edge digital and interactive solutions.

#### **Creative Director for New Business – Midnight Oil, Burbank, CA**

*September 2012 – June 2014*

Clients: Microsoft, Disney Theatrical Group, Disney Store, Radio Disney, DreamWorks Animation, Sony, Underwriters Laboratory, Sonos, Google Play, Adidas

#### **Creative Director for New Business – AMCI, Los Angeles, CA**

*June 2010 – September 2012*

Clients: Ford, Lincoln, Chevrolet, Cadillac, Toyota, Lexus, Hyundai, Kia, Volkswagen, FIAT

### **EDUCATION**

University of California, Los Angeles

Communication Studies and History, 1994 – 1998

### **OF NOTE**

Announced UCLA football and men's basketball as sports director of the student-run radio station for four years. Silver Lake Neighborhood Council, Region 7 Representative from 2006 to 2009; served as Board Co-chair 2008 to 2009. Interests include reading, history, cooking and barefoot running.