

Mike Jenson

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Riverton, UT

Professional Experience

Smart Home Sr. Product Manager

Rently

01/2022 to Present

Rently provides hardware and software products for leasing automation and resident living.

- Developed and launched a variety of smart products including an access panel, smart lock, smart sensors, wireless hub, and touchscreen thermostat.
- Lead development with India software teams and China hardware teams

Sr. Product Manager

BGZ Brands

7/2020 to 12/15/21

BGZ Brands is a consumer electronics manufacturer of DIY smart home software, hardware, and cloud products.

- Discovered business opportunities in a competitive IoT market based on NPD data, market research and through leading focus groups.
- Managed software (web, mobile, cloud) and hardware product development for DIY Connected Home products.
- Identified, and selected new suppliers from a large pool of smart home companies. Formed a process for ranking, grading, and selecting suppliers.
- Responsible for requirements, research, user stories, go to market, and overall platform.

Sr. Product Manager

ZAGG Inc

7/2014 to 7/2020

ZAGG Brands is a global leader in CE accessories that empower mobile lifestyles. The portfolio includes screen protection, power management, mobile keyboards, cases, and personal audio.

- Managed P&L for an \$80M product category including cameras, audio products, cables, and battery packs.
- Directed brand strategy, roadmap, product selection, and cost justification for the startup brand Altigo and the more widely recognized IFROGZ Brand
- Traveled to China up to eight times per year to establish relationships with suppliers and to make efficient on-site decision.
- Identified an opening for an Air Pods style, truly wireless earbud on Home Shopping Network. Led the development and successful product launch, resulting in more than \$24M in revenue on one product.

Design Engineer II

GE Healthcare

12/2011 to 7/2014

GE Healthcare offers cutting edge solutions to enable clinicians to make faster, more informed decisions through intelligent devices, data analytics, applications, and services.

- Provided leadership for development and production teams associated with safety, testing, quality, tooling, and assembly.

SUMMARY

Customer driven product manager with extensive experience in software and hardware design. Expertise in driving products from concept, to production, and on to the final customer. In depth knowledge of what it takes to innovate, create, test, and make new products a reality.

SKILL AND EXPERTISE

- Software & hardware product management
- User interface and experience (UI/UX)
- Data collection & analysis
- Process & workflow mapping
- PRD & MRD Requirements
- Use case & user scenarios
- Wireframes, mockups, & prototypes
- Agile (Scrum), Waterfall, & Lean
- A/B testing
- Product marketing & launch
- Customer & market research
- Roadmaps and product strategy
- Project management
- Professional writing
- eCommerce, cloud, and API
- Web & Mobile (iOS, Android) App Dev & Design
- Internet marketing (SEM, PPC, SEO, and social media)
- Leadership
- Product lifecycle management (PLM)
- DFM, FMEA

EDUCATION

MBA, MASTER OF BUSINESS ADMINISTRATION

Western Governors University - 2017

BS - MECHANICAL ENGINEERING

University of Utah – 2010

ACCOMPLISHMENTS

- CES Innovation Award recipient
 - 5-in1 Emergency Hub (2020)
 - 360 Panning Camera (2021)
- Fluent English and Mandarin Chinese
- Patents
 - US9112368B1 – Portable Charger
 - USD821384S1 – Installation Frame
 - US9894879B2 – Fluid Dispenser
- Eagle Scout
- Raised over \$100k on Kickstarter

TOOLS

- Productivity: Word, Excel, and PowerPoint
- Design: Adobe Photoshop, Illustrator, Solidworks 3D Modeling
- Prototyping: Balsamiq Mockups, Sketch, Adobe XD