



joshredel.com

415.308.0037

joshredel@mac.com

Profile

Multi-faceted product leader with a unique set of experiences spanning product management, software engineering, user research, design thinking, and leadership of all sorts. Strategy-driven from the start with a strong bias for action, resulting in a proven track record of enabling teams in highly cross-functional environments to successfully design, build, launch, and iterate impactful, human-centered products, services, and businesses which have consistently met aggressive goals and delighted users, teams, and customers alike.

Summary of Qualifications

- Breadth of experience translating complex challenges and opportunities into strategic plans-of-attack with over 8 years of experience using systems thinking to create and manage a wide array of products, programs, and projects
- Deep background in and passion for human-centered, empathy-evoking design with 10 years of applied experience using a variety of qualitative and quantitative user research techniques, rapid low- to high-fidelity prototyping, design thinking frameworks, and service design methodologies to bring to life empowering user and customer experiences
- Proven operational, organizational, and leadership skillsets which have led to broad support for, funding of, and timely execution of numerous multi-partner products and projects bridging cross-functional, multi-discipline organizations
- Accomplished team player and team leader able to quickly garner respect, trust, and influence among peers and direct reports alike, having been responsible for managing teams of up to 115 people in size
- Well-polished written and verbal communicator able to tailor language to engage various audiences with a passion for and experience in speaking to large audiences (6,000+ people) and running engaging workshops of all types and sizes
- Highly resilient and able to adapt to and succeed in ambiguous, fast-paced, and constantly evolving environments
- Demonstrated ability to balance numerous simultaneous efforts while continually analyzing and adjusting priorities with a keen eye for rapidly identifying and considering possible risks and opportunities of the work at hand

Experience

Product Manager (Autonomy Capabilities & Performance), Aurora (previously Uber ATG)

Pittsburgh, Pennsylvania – August 2020 to Present

- Research, define, deliver, and iterate requirements which describe how the Aurora Driver should safely, legally, and comfortably behave in the real world in order to both move people and move goods
- Drive strong collaboration across highly cross-functional teams spanning user research; systems, safety, hardware, and software engineering; corporate and product strategy; and legal and policy to attain quarterly autonomy milestones

Director of Product, Sojern

San Francisco, California – June 2016 to April 2020

- Led and empowered a team of 7 product managers and 6 UX/UI designers responsible for Sojern's core travel advertising platform upon which all Sojern products and services are built, including the company's unified UI, terabyte-scale data warehousing and analytics platforms, real-time data pipelines, and machine learning infrastructure
- Employed a human-centered design approach through a service design lens, managed numerous cross-functional working groups, and drove tight alignment with the engineering organization in order to define and bring to life a complex platform vision and strategy, which evolved to become an integral driver of the company's growth strategy
- Led the design, implementation, and evangelization of Sojern's agile product development framework by coaching over 80 peers across product, engineering, and operations, implementing scrum and kanban for a company of 600, and driving continuous iteration of the framework
- Implemented an annual roadmap exercise for the entire product, engineering, and go-to-market organization (150 people), including the introduction of new tools, frameworks, and processes resulting in robust evaluation and prioritization of a multi-product roadmap through thesis defense-inspired debate and deep stakeholder involvement

Director of Engineering, Gravity4

San Francisco, California – September 2014 to February 2016

- Coordinated and directed the work of 115 globally-distributed engineers working on 18 products across 23 functional teams to successfully launch 6 new products and re-launch integrated platform versions of 12 in-market products
- Oversaw strategic and tactical execution of the product and engineering portfolio through a team of 20 direct reports, including: product strategy, roadmap ownership, scrum rituals, architecture review boards, and code reviews
- Built from scratch, implemented, and iterated lean, agile, and scalable product and engineering processes as the team grew from 5 to 115 people over 16 months, including a mixed-model remote and in-office distributed staffing plan
- Created a template technology acquisition integration plan from the ground up and executed custom-tailored versions of the plan for 9 acquired companies as Gravity4 expanded to 19 offices internationally over the course of 11 months
- Directed various supporting initiatives including developing and executing training programs and conferences, designing and executing operational integration plans for acquired companies, and creating employee on-boarding processes

Founder & General Manager, The Nest Café

Montréal, Québec – September 2013 to August 2014

- Planned and executed the launch of a sustainability-focused, community-driven food service based on a business plan built from two years of heavy consultation, design research in the community, and local partnership development
- Designed and carried out customer ethnography studies to determine appropriate continuous feedback and engagement mechanisms for all aspects of the café including mission and vision, menu creation and iteration, physical space design, community engagement, and future expansion of space and operations
- Built and iterated a dynamic pricing model which accounted for the unique context in which the café operated and which helped drive the business to the mandated break-even point within the first 3 months of opening

President, SSMU

Montréal, Québec – May 2012 to May 2013

- Initiated and executed over 20 unique, service-oriented projects (ranging from large-scale, week-long events to multi-million-dollar renovations) to provide expanded resources and opportunities for the Society's 25,000 members
- Managed strategy and operations of a multi-purpose, 75,000 sq. ft. building, including commercial operations, sub-leased office spaces, co-working spaces, and event venues
- Directed a 6-person executive team and 18 direct reports to define strategic initiatives and oversee daily operations
- Full voting member of the McGill Board of Governors and the University Senate overseeing the regular operations and long-term strategy of the University and served on 2 committees of the Board and 10 committees of the Senate
- Managed a \$3.7M budget and engaged several dozen stakeholder groups to develop the annual financial plan
- Co-directed a human resources department responsible for 20 full-time staff, 200 part-time staff, and a volunteer arm totaling over 3,000 members

Full-Stack Developer, Centre for Intelligent Machines

Montréal, Quebec – March 2010 through April 2012

- Actively participated in the architecture and design of an immersive musical rehearsal simulation platform using user-centered design techniques including various forms of observation, mental modelling, and rapid prototyping
- Aided in qualitative and quantitative user research to inform a highly iterative design and software development lifecycle
- Developed the desktop application and cloud-based backend to power the system resulting in the successful deployment of the device to four locations across Canada

Full-Stack Developer (Contract), McGill University

Montréal, Canada – May 2011 through August 2011, June 2013 through August 2013, May 2014 through August 2014

Lead Developer & Project Manager (Volunteer), The Engineering Network

Montréal, Quebec – September 2008 through April 2012

Web & Desktop Software Developer, Yarosh Consulting

West Chester, Pennsylvania – May 2007 through May 2009

Education

Software Engineering

McGill University, Montréal, Québec, Canada