



ROGER L. CAUVIN

Empowering teams to make smart product decisions.



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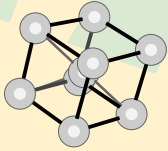
Acquisitive and emergent learner

Pro-actively acquires knowledge, learns without direction, and constructs new knowledge from observed patterns.



Principled

Aligns activities and details with larger goals and principles.



Disciplined

Imposes structure on work and life.



Adaptable

Adjusts beliefs and actions in response to new information.



Facilitative

Recognizes, cultivates, and activates talents and opportunities.



Experiences over functionality

Treat the product as a set of customer experiences, not a collection of functionality.



Focus over features

Focus on delivering the unique value proposition to a target market instead of bloating the product with features.



Empowerment over ownership

Empower the team to “own” the product instead of being The Decider.

Deal Driven

Product decisions driven by the next big deal in the sales pipeline.

Informed

Product decisions informed by market understanding, experiments, and timeless marketing principles.

Intuition

Product decisions based on common sense and what's cool.

Industry Experience

Product decisions based on prior industry experience and accumulated wisdom.

Customer Wants

Product decisions based on feature requests, focus groups, and what prospects and customers say they want.

Left Brain

Product decisions based on analyses such as Kano and A/B testing and documented as detailed product specifications.



<h2>Problem</h2> <ol style="list-style-type: none"> 1. Products don't provide value to prospective buyers and users. 2. Developers don't know what to build, and why. 3. Sales and marcom can't consistently articulate the value of products. 4. The process of learning the market is slow and unreliable. <p>Existing Alternatives</p> <ol style="list-style-type: none"> 1. Base product decisions on the next big deal in the sales pipeline. 2. Base product decisions on intuition and what's cool. 3. Base product decisions on industry experience and conventional wisdom. 4. Base product decisions directly on what prospects say they want. 	<h2>Solution</h2> <ol style="list-style-type: none"> 1. Conduct problem interviews of prospects to gain a qualitative understanding of the market. 2. Compose business models reflecting market opportunities and value. 3. Define and conduct experiments to test and update hypotheses and assumptions. 4. Articulate product requirements in terms of use cases and prospect problems. 	<h2>Unique Value Proposition</h2> <p>By empowering teams to make informed product decisions, create product experiences that transform people's lives.</p>	<h2>Unfair Advantage</h2> <ol style="list-style-type: none"> 1. Acquisitive Learner - resourceful in acquiring knowledge, learns without direction. 2. Principled - aligns activities and details with larger goals and principles. 3. Disciplined - imposes structure onto work and life. 4. Adaptable - adjusts beliefs and actions in response to new information. 5. Facilitative - cultivates and activates talents and opportunities. 	<h2>Customer Segments</h2> <ol style="list-style-type: none"> 1. Product Executives 2. Marketing Executives 3. Development Executives 4. Sales Executives
	<h2>Key Metrics</h2> <ol style="list-style-type: none"> 1. Shared understanding of prospect problems, buyer and user personas, and products' value propositions. 2. Product usage. 3. Product revenue. 	<p>High-Level Concept</p> <p>Informed product decisions</p>	<h2>Channels</h2> <ol style="list-style-type: none"> 1. Incoming solicitations. 2. Referrals. 3. Job postings. 4. Recruiters. 	<p>Early Adopters</p> <p>Lean startups</p>
<h2>Cost Structure</h2> <ol style="list-style-type: none"> 1. Time and effort. 2. Commute. 3. Living expenses. 		<h2>Revenue Streams</h2> <ol style="list-style-type: none"> 1. Salary. 2. Benefits. 3. Bonuses. 4. Vacation. 		

Thoughts on product leadership



<http://blog.cauvin.org>



VIEWPORT.

Consumer Scientist
Viewport
2020 -
Austin, Texas

As chief consumer scientist at Viewport, my responsibilities and accomplishments spanned:

1. Built consensus for B2B2C product and portfolio strategy.
2. Championed a differentiated value proposition, creating products that stood apart in a crowded marketplace.
3. Aligned product roadmaps to deliver the unique value proposition and optimize the path to consistent revenue growth.
4. Built and standardized predictive models that formed the basis for delivering “lookalike audiences” to clients.
5. Served as chief consumer scientist, processing data and assembling audiences for joint experiments with clients.



Director of Products
FourLeaf LLC
2017 - 2020
Austin, Texas

As head of product for FourLeaf, my responsibilities and accomplishments spanned:

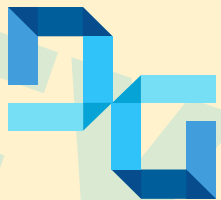
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5. Served as chief consumer scientist, processing data and assembling audiences for joint experiments with clients.

Members Private Sale

**Director of Products
Members Private Sale
2014
Austin, Texas**

I led product strategy for Members Private Sale, employing lean startup methods to test, optimize, and execute the product strategy. Accomplishments included:

1. Interviewed prospective buyers and users and facilitated a shared understanding of the insights gained from these interviews.
2. Used competitive mindshare mapping to determine a new, consumer-oriented unique value proposition for the product.
3. Drove the instrumentation of the product to track key usage metrics.
4. Developed a new vision for a differentiated consumer user experience.
5. Ran experiments to test messaging and the effectiveness of marketing through various channels.
6. Documented key personas to determine the right user and buyer focus.
7. Restored focus, morale, and productivity among the development team.
8. Relentlessly aligned marketing and development efforts to the unique value proposition and target personas.



DachisGroup

Product Manager
Dachis Group
2011 - 2013
Austin, Texas

Dachis Group combined SaaS products and services to help companies optimize their social marketing efforts. I led product strategy and facilitated day-to-day development team activities on Dachis Group's B2B2C advocacy products. I also worked with the rest of the product strategy team to define, test, and optimize the business models for the company's larger portfolio of social business intelligence-as-a-service (SBlaaS) products.



Dadnab

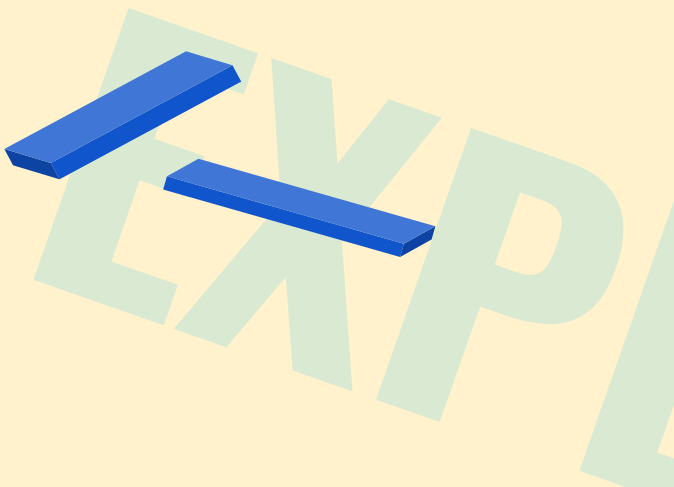
**Owner and Operator
Dadnab
2005 -
Austin, Texas**

Dadnab enables users to get transit directions by text message (SMS). A user sends a text message (SMS) with a starting and ending location, and Dadnab replies with step-by-step transit directions. The service receives more than 2 million queries annually, and it covers ten regions and a total available market of more than 2/3 of transit riders in the U.S. Please see the web site (www.dadnab.com) for more information.

I built the Dadnab business from the ground up by

- Researching the market and identifying the market opportunity
- Defining the marketing and monetization strategies
- Designing, implementing, and testing the SMS and web applications
- Establishing partnerships with transit agencies and other companies
- Architecting a custom data center to host the SMS application and web site

The Dadnab service includes integration with social media to alert followers about a user's intended destination.



Principal Product Strategist
Cauvin, Inc.
2002 -
Austin, Texas

Cauvin, Inc. is my product strategy and technology consulting company. Since 2002, my clients have ranged from medical supply-chain software companies to municipal governments.

My most recent work was with Teachstone, a company that provides online training programs to improve toddler education. I advised them on product strategy and coached them on their product decisions.

Previously, the SNAPPatx project employed social media to gather input for the City of Austin's long-term transportation plan. A team of facilitators fostered and guided conversations about transportation on Twitter, Facebook, blogs, and email. SNAPPatx captured the relevant tweets, Facebook wall posts and comments, blog entries and comments, and emails and delivered reports to city staff. I led the technology team (and to some extent the communications team) using an Agile, user story driven process and worked to align user experience concerns with team efforts.



CompassLearning®

**Product Marketing Manager
CompassLearning
2007 - 2008
Austin, Texas**

CompassLearning develops and sells K-12 education products. As a product marketing manager at the company, I managed four products, including Odyssey Math 5-6, Odyssey Texas Math, EAS NWEA, and EAS State Test.

Managing these products, I was responsible for strategic product decisions, product requirements, and working with developers, sales, and marketing to ensure product success.

To inform product decisions, I led a “voice of the customer” program, interviewing a broad range of users, buyers, and other stakeholders. I also recruited customers for a customer advisory board.

In addition, I spearheaded a product positioning initiative based on the principles outlined in my article, “How to Formulate Marketing Messages” (<http://www.cauvin.biz/articles/FormulateMessages.htm>).



Product Specialist
KLA-Tencor (was ObjectSpace)
1998-2002
Austin, Texas

KLA-Tencor is a Fortune 500 company that develops hardware and software solutions for semiconductor manufacturers. I came to KLA-Tencor when it acquired the Austin division of ObjectSpace.

ObjectSpace and KLA-Tencor recognized me for my ability to excel at multiple roles. I served in software engineer, technical lead, and product marketing, and product strategy roles.

As a technical lead, I led project teams of up to 12 people through iterative development processes. In these leadership roles, I facilitated daily meetings and initial project planning meetings and provided mentoring, motivation, and organizational support for individuals on the team. I also defined project-level requirements.

As a software engineer, I architected and implemented a number of software applications and components in Java, C++, and C. During this time, *Java Report* published my article, "Empower your EJB Clients with Mobile Actions" (<http://adtmag.com/articles/2001/06/24/empower-your-ejb-clients-with-mobile-actions.aspx>), which described a scalable, extensible, and fast way of writing enterprise applications.

In my product marketing and strategy roles, I conducted customer interviews, provided product strategy input, and composed market requirements documents.






PRAGMATIC MARKETING

Practical Product Management
Effective Marketing Programs



UNIVERSITY OF TEXAS AT AUSTIN

-  B.A., with special honors
-  Major: Philosophy
-  Minor: Computer Sciences



GOOGLE ANALYTICS



Analytics Certification



Advanced Google Analytics