

Simon Cooper

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CEO • CTO • SaaS EXECUTIVE

Passionate techie and accomplished software and IT leader who delivers enterprise and consumer SaaS products with sustainable revenue growth for both SMB's and enterprises. Expert in building, developing, and growing cross functional teams based on collaboration, process, and standards. Versatile background in field service, ed-tech, product, IT, M & A, professional services, sales, and marketing. Featured in CIO Magazine. Core competencies include:

Strategic Product Management • Go-to-Market • UI/UX • Leadership • Strategic Planning • Policy and Procedure • Project Management • Enterprise Sales • Enterprise Software Implementation Projects • New Product Development • Greenfield Development • CRM • Cloud Computing • Software Development Lifecycle (SDLC) • Enterprise Software

EXPERIENCE

INTERACTYX

July 2018 – Present

CEO

Developed overall corporate strategy. Refined sales process, marketing message and content, and developed new product offerings and capabilities. Created organic growth and a plan to build a larger ed-tech focused business. Created industry vertical and data driven approach to product innovation.

- Developed 3-year strategic vision to deliver organic growth as well as M&A plan to build a larger ed tech group with a portfolio of products and services.
- Crafted new product road map based on strategic vision, market research and technical debt elimination.
- Drove migration from legacy hardware to scalable cloud environment, delivering recurring savings in IT costs.
- Implemented Pingdom and PagerDuty to monitor and manage incidents achieving 99.95% uptime across all services.
- Revamped marketing strategy and messaging to align product values with buyer personas. Built new content based on buyer journeys and overall needs, managed website, and workflows in Hubspot and developed video-based content.
- Fostered client relationships to develop product requirements, case studies, and discuss client goals and strategy with service delivery needs. Reduced client non renewals by 50%.
- Developed UX/UI, modernizing the overall user flow, look and feel and making the experience more rewarding.
- Promoted company, product and services through press interviews, blogs, and trade shows.
- Increased overall sales pipeline from \$0 to over \$500K in 8 months. Increased sales 70% over prior year.
- Awards include Top 10 Corporate LMS Providers, Captterra Top 20 LMS Software, EDTech Cool Tool Finalist 2019.

SERVICEPOWER

1999 – 2018

CTO, 2012 – 2018

Managed portfolio of SaaS based software. Engaged a talented team of product managers, internal and offshore engineers and collaborated closely with Sales and Marketing to develop and execute go to market strategies. Managed geographically disperse development teams utilizing a mix of internal and offshore resources, using an Agile methodology for delivery and release management.

- Delivered fully brand-able consumer portal allowing end consumers to schedule service requests, receive real-time status notifications and GPS tracking of technicians. Allowing consumers to be fully informed about their service jobs.
- Produced SMB business management system offering customer management, work order scheduling, dispatch, mobile, inventory, quotes and financial management allowing a small business to seamlessly run their operations.
- Created an intelligent integration broker allowing for a single integration point across product portfolio.
- Managed six existing products, adding new capabilities, enhancements, and maintenance releases. Managing the development teams to foster quality processes, code reviews and technical debt reduction.
- Developed a new platform architecture to encompass new products and migrate older products to a service-based architecture, allowing for a more seamless experience, improved performance, and more scalable components.
- Implemented AHA, JIRA, Confluence to manage a portfolio of 9 products to ensure product road maps were strategically aligned with the business goals.
- Oversaw R & D projects through internal teams and collaboration with Manchester University on a new Quantum Annealing algorithm for workforce scheduling.
- Awards: Gartner Visionary Field Service Management (multiple years), Frost and Sullivan Leader Customer Value Leadership, Select Hub Best Work Order Software, CIO Review Top 20 Utilities Solution Providers, TMT Best Mobile Workforce Software.

CIO, 2012 – 2018

Designed and implemented a complete process and compliance overhaul, building new policies, processes, training, and audit procedures, helping ensure compliance for GDPR, HIPPA and SOC. Spearheaded a data center migration to Amazon Web Services, saving \$200K+ annually.

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- Developed over 60 new policies and procedures to help manage IT security, compliance and support legal requirements and standards.
- Implemented a training platform to deliver policy and security training to all staff and partners, ensuring it was easy to track who had taken and passed training.
- Managed IT vendors, negotiating contracts, developing RFI/RFP's for projects and services. Produced project charters, presentations and updates to management team and board of directors.
- Achieved 99.95% uptime across all production services, through architecture, automation, and redundancy.

Sales Director / Pre-Sales Engineering, 2008 – 2012

Implemented a solution-based pre-sales approach partnering with sales team to identify needs and showcase customized solutions. Built complete product environments and custom data to show both functional and technical capabilities. Ran simulations and produced benchmark analysis and ROI reports showcasing product value.

- Assisted in the close of >\$150M in sales with international sales team.
- As Sales Director managed a regional territory and closed \$23M in sales.

Consultant < 2008

Worked as part of the professional services team, helping clients implement ServicePower products. Ran discovery and implementation workshops to define, document and review business requirements, technical architecture, integration blueprints and integration and user acceptance testing needs. Supported clients through initial go live, on site and remote trainings and measured system metrics and KPI's to prove product value.

- Developed various SQL queries, integration code and maintenance scripts to ensure product was running effectively and client was able to connect platform with other business systems and workflow.

SIDE PROJECTS

AIME, KEY2ME, ACTIV

2018 – 2020

Co-developed go to market strategy and business plan. Designed UI/UX, product road map and managed development activities for this health and fitness startup.

- Developed strategic road map of enhancements based on functional need and user value.
- Produced use cases, screen flows and UI renderings for each user story.
- Developed proprietary food matching algorithm to match foods based on macro nutrient needs of an individual.
- Implemented and managed Confluence for requirements tracking and overall product documentation.
- Jointly developed business plan, go to market strategy and investor content with CEO.
- Developed multiple websites and funnels using Wix and Click Funnels to engage prospects and leads.
- Created various presentations, content and videos for sales and marketing efforts.

TRUSTEDSALE

2019

Consultant

Provided consulting on user flow, UX design, database, and product architecture for this consumer-focused marketplace.

- Prioritized road map through executive interviews and value approach.
- Reviewed code of each application and architecture of Heroku based web application.
- Modified database design and created data clips for inventory management and integration.
- Developed user flows and UX modifications to streamline sign-up and selling processes.

EDUCATION

Bachelor of Science: Software Engineering, honors – Sheffield Hallam University