

Jonathan Schaffer

Product Innovator & Entrepreneurial Leader

Burlingame, CA 94010

(650) 273-6705

me@jonathanschaffer.com

www.jonathanschaffer.com

[linkedin.com/in/jonathanschaffer](https://www.linkedin.com/in/jonathanschaffer)



A customer-centric product innovator and entrepreneurial leader, operating at the cross-section of business strategy, technology and design. Offering over a decade's worth of experience in innovation strategy, product management, and business operations working with some of the most well-known brands in the world. A roll up your sleeves kind of team player, recognized for the ability to motivate through inspiration and lead by example.

Skills

Brand Strategy	██████████
Business Development	██████████
Business Operations	██████████
Business Strategy	██████████
Customer Research	██████████
CX Design	██████████
Design Thinking	██████████
Entrepreneurial Finance	██████████
Executive Leadership	██████████
Financial Modeling	██████████
Foresight Strategy	██████████
Graphic Design	██████████
Product Design	██████████
Product Development	██████████
Product Management	██████████
Product Manufacturing	██████████
Product Prototyping	██████████
Web Design	██████████

Mentorship

Techstars Tulsa
Mentor (2022 - Current)

StartX

Advisor & Mentor (2019 - Current)

- Rated top 5% contributor

RIVEN (acquired by Stratasys), Berkeley CA Head of Product (Sep 2019 - Feb 2022)

Led product at Riven, an innovator in 3D data capture, compute and communication for advanced manufacturing. Riven accelerates new product introduction and reduces waste by helping engineers solve development problems quickly and collaborate across teams.

- Launched Riven's first & second hardware and software products – demand and **revenue doubled** quarterly since launch
- Defined detailed operational strategy and projected financials – instrumental in successful **\$1.5M pandemic raise**
- Facilitated **product vision and roadmap definition** for the Riven platform through a deep and empathetic understanding of **customer feedback, market dynamics and relevant team expertise**
- Brought an additional scanning service business from **concept to market in less than a month** to increase near term revenue during the COVID-19 crisis
- Successfully led the rebranding and renaming effort to support our more platform centric business model
- Notable Investors & Accelerators: BMW iVentures, Ulu Ventures, Wireframe Ventures, Creative Ventures, StartX

ONDAKA (StartX '19), Burlingame CA Co-founder and COO (May 2018 - Aug 2019)

Co-founded a company that makes industrial sites easier to understand using **computer vision** and **machine learning** to deliver digital twins of sites as built. Helping customers like **Schlumberger, Chevron and Caterpillar** improve their time to revenue, decrease their health & safety risk, and reduce downtime costs.

- Full **P&L responsibility** successfully maintaining projected burn rate
- Led product strategy, defining product roadmap – all product milestones achieved as projected
- Led team of engineers, developers and designers – launching two core products using a combination of **Augmented Reality (AR)** and **Virtual Reality (VR)** to enable intuitive interactions with 3D models of equipment alongside mission critical data (iOS and web)
- Ran all recruiting, hiring and staffing plan efforts – resulting in **0% turnover**
- Managed market analysis and pricing strategy activities – resulting in **\$250K in annual recurring revenue** within 10 month period
- Defined detailed operational strategy and projected financials – instrumental in successful **\$1.6M raise**
- Researched and defined tech stack and lead all developer operations
- Notable Investors & Accelerators: Plug and Play, NoName Ventures, Sterling Road, David Helgason, Alchemist Accelerator, StartX

PURECARBON, Burlingame CA Co-founder and CEO (Sep 2015 - Sep 2017)

Co-founded a wearable fitness company that used technology to provide insights to fitness enthusiasts and professionals, helping them track their progress and reach their goals. The core product used **smart textiles** and motion sensors to detect weight lifted, exercise performed and count each rep.

(Continued on Second Page)

Jonathan Schaffer

Product Innovator & Entrepreneurial Leader

Burlingame, CA 94010
(650) 242-5507
me@jonathanschaffer.com
www.jonathanschaffer.com

Education

UC BERKELEY (2016)

Haas School of Business

Berkeley, CA

Intel Hardware Accelerator Program

CORNELL UNIVERSITY (2010)

Johnson College of Business

Ithaca, NY

Masters of Business Administration

Strategy and Operations

NORTHEASTERN UNIVERSITY (2004)

College of Engineering

Boston, MA

Bachelors of Science

Electrical Engineering

Professional Licenses

Patent Agent

Registration Number: 59,666

Since: November 2006

Patents

9,554,732 & 9,848,803

Modular Physical Activity Monitoring System

January 2017

Competitions

America's Greatest Makers TV Show

Team Aseah (Season 1, 2016)

A product design competition which aired on TBS and was produced by Emmy-award winning producer Mark Burnett in collaboration with Intel where 24 teams of inventors selected from thousands of applicants contended for the title of America's Greatest Maker.

- Won **\$100k** as a top five finalist and inventor of the Delta Gloves
- Secured the distinction of **undefeated fan favorite** (over 1M viewers)

Personal Interests

LEGO Robot League Coach

Cub Scout Cubmaster

Cub Scout Den Leader

ASA Certified Skipper

- **Invented and patented** the Delta Gloves' technology (HW, FW, SW, algo)
- Managed an internationally distributed team of industrial, apparel, graphic and UI/UX designers, electrical and mechanical engineers, backend and app developers, and data scientists through the successful development of the beta version of the Delta Glove system
- Successfully raised **\$300K in venture funding**
- Notable Investors & Accelerators: Tandem, Intel, OneTeam Collective

IDEA COUTURE (*acquired by Cognizant*), San Francisco CA

Head of Idea Couture San Francisco (Apr 2013 - Apr 2016)

Senior Innovation Strategist (Sep 2012 - Apr 2013)

A strategic innovation and experience design firm that leverages anthropology, foresight and business strategy to help clients build plans for sustainable growth.

Managed all aspects of the office's operations from business development, to financial planning, to the hiring and development of new employees and more. Led teams of designers, developers, strategists, anthropologists and engineers on multi-million dollar projects for Fortune 500 clients in the technology, business service, retail and consumer good verticals. Leveraged the principles of design thinking and traditional business strategy to deliver award winning innovative solutions in the product, service and experience categories.

- Successfully led SF office business development efforts, **increasing office revenues an average of 60% year-over-year** for each year of tenure
- Managed award winning project (**9 CES innovation awards**) to define the client's product strategy for the future of the connected home - retained to build out functional prototypes as a part of a larger home kitchen experience prototyping project (*global appliance manufacturer*)
- Led two projects defining the future of premium and value grocery, a key component of client's portfolio diversification strategy resulting in a **\$9.4 billion private equity buyout** (*national food retailer*)
- **Clients included:** AT&T, Avaya, Citibank, FedEx, HTC, Linde, Mozilla, Pepsi, Reckitt Benckiser, Safeway, Samsung, United Technologies & Whirlpool

AMERICAN AIRLINES, Fort Worth TX

Sr Strategy Analyst, Cargo Revenue Management (Feb 2011 - Jul 2012)

Worked with sales, operations and finance within the cargo division of American Airlines to manage revenue growth. Managed Western US and Asia capacity, worth over **\$320M in annual revenues** and the domestic mail contract with the US Postal Service worth over **\$43M annually**.

- Headed the effort to create the first competitive cargo unit revenue metric, which led to the identification of **revenue opportunities worth over \$100M**

US PATENT AND TRADEMARK OFFICE, Alexandria VA

Patent Examiner (Jun 2005 - Jun 2008)

US ARMY, Fort Richardson AK

Telecommunications Engineer (July 2004 - June 2005)

NASA/AMES, Moffett Field CA

Electrical Engineering Intern (Mar 2001 - Apr 2002)