

I build empowered teams that deliver irresistible product experiences to help organizations scale.

## Key Accomplishments:

- Led team recruitment, design, and development efforts for custom digital platforms - from nothing to something
- Hired and built new product and design functions of multiple organizations from 0 to 30+ professionals
- Restructured user enrollment and authentication experience decreasing friction touchpoints by 80% for Prenda users
- Helped shape go to market strategy and executive team initiatives to scale Acton Academy from ~20 locations to 300+
- Led content development team to create, edit, and publish over 12,000 pages of curriculum and documentation
- Oversaw launch team of custom knowledge management system to international community (20,000 content pages)
- Scoped, managed team, and delivered custom software integrations with Qualtrics for several Fortune 500 companies
- Led full-service technical initiatives with cross-functional teams for Pfizer, Hilton Grand Vacations, and Xerox

## Experience:

**Hallcraft School Studio**, Austin, TX February 2023 – Present  
Reimagining what education could be by building and supporting high-quality non-standard schools.

*Chief of Experience & Technical Shared Services* February 2023 – Present

- Developed innovative school and learning models for new school network with international partnership interest
- Created playbooks for school development and operations used in development of 5 new school models
- Built framework for school site selection and multivariate database model for school model market analysis
- Launched new technical shared services for multi-model network of schools

**Prenda**, Remotely Located February 2021 – January 2023  
Y-Combinator-alumni, VC-backed education and technology company with the vision of helping young people learn by providing access to safe learning environments, dynamic learning tools, supporting guides, and engaging technology.

*Director of Technical Products & Design – All Product Lines* September 2021 – January 2023

- Led teams to launch 2 product experiences critical to business and 3 refactors capturing \$20M annual revenue
- Helped restructure business organizational design around functional reporting structure increasing team output
- Directed discovery of company-wide context mapping for backend architecture redesign eliminating 60+ systems
- Re-designed company support ticketing systems and triage processes improving response time from weeks to days

*Director of Product – Student Experience* February 2021 – September 2021

- Hired and managed multiple cross-functional teams (PM, UX, Dev, Content, and Subject Matter Experts)
- Helped teams to launch 2 new major feature groups, 3 new curriculum lines, and 2 major technical migrations
- Instigated several organization-wide technology negotiations that resulted in \$300K+ recurring annual savings
- Created new rostering flows which increased user adoption of learning tools by 60%

**Acton Academy / Acton School of Business**, Austin, TX January 2017 – January 2021  
Acton Academy is a global network of innovative multi-age classroom K-12 schools, Acton School of Business is an MBA program focused on Entrepreneurship and building entrepreneurs through experiential learning and the case method.

*Head of Product – Next Great Adventure Platform* January 2020 – January 2021

- Managed team recruitment, design, and software development efforts for custom learning management platforms
- Defined, designed, and delivered technical architecture for new mobile app and new web app experiences
- Responsible for full business unit P&L including +\$2M annual research and development budget

*Director of Product and Content Development* October 2018 – February 2020

- Led restructuring of data warehouse and knowledge base for 100,000 unique documents and articles
- Created style guides and systems for global network of schools allowing for crowdsourcing of future content
- Systematized institutional knowledge and solutions to scale operations globally from 4 countries to 20+

# JUSTIN J. MOSS

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## *Senior Product Manager for Learning Design*

*January 2017 – October 2018*

- Recruited and led team of writers/editors to produce 8 years of curriculum for international school network
- Helped migrate software design and development from monolithic and waterfall to agile with micro services
- Designed student feedback systems and driver analysis for curriculum development
- Developed frameworks used for curriculum redesign and project-based learning catalog

## **Qualtrics**, Provo, UT

November 2014 – August 2016

Enterprise B2B SaaS company providing experience management (XM) tools for managing: customers, employees, products, and brands. Platforms for voice-of-the-customer, data collection, market research, and analytics.

## *Client Success Manager - Mid-Market*

*August 2015 – December 2016*

- Managed portfolio of 80 Mid-Market accounts (Fortune 500) and responsible for annual revenue of ~\$3M
- Led department in account expansion by generating over \$750K in opportunities (~350% of quota)
- Launched initiatives in Fortune 500 companies - managed cross-functional teams across departments, companies, with external contracted partners for enterprise software implementation deployment and change management

## *Client Success Analyst - SMB*

*November 2014 – August 2015*

- Managed a portfolio of 150 SMB client accounts with annual revenues of ~\$2M and 95% renewal retention
- Assisted in developing operating rhythm and programs for over 1,000 clients
- Consulted on market research best practices, data analysis, and survey design

## **Roland Equity Partners**, American Fork, UT

September 2014 – December 2014

### *Private Equity Analyst - Search Fund*

- Compiled market analysis, industry segmentation reports, and due diligence on executive teams
- Assisted in performing financial and market research on investment companies

## **Aevonn**, Salt Lake City, UT

June 2013 – November 2014

Quality and change management consultancy for small to medium sized businesses using Lean Six Sigma methodologies.

## *Founder and Principal Consultant*

- Focused online marketing channels and strategy which increased qualified sales leads 21% for chair manufacturer
- Utilized Lean Six Sigma to increase booking 178% and decrease wage expense by 20% for vacation rental company

## Education:

### **HBX | Harvard Business School**

*CORe: Credential of Readiness – Courses: Business Analytics, Economics for Managers, and Financial Accounting*

### **Acton School of Business**, Austin, TX

*Masters of Business Administration – Entrepreneurship*

- Analyzed 200+ Harvard Business School case studies building financial models and decision frameworks

### **Brigham Young University Hawaii**, Laie, HI

*Graduated Magna Cum Laude*

*Bachelor of Science - Business Management - Supply Chain, Operations and Project Management*

**CGPA: 3.84 / 4.0**

## Volunteer:

### **Discover Term** (Powder Term + Surf Term)

Feb 2021 – Present

*Co-founder & Education Advisor*

Discover Term operates Powder Term and Surf Term which are immersive five-week winter camps that give teens a once-in-a-lifetime opportunity to physically, emotionally, and academically push themselves to new heights.