



jeffreystorey@gmail.com
949-769-9751

EDUCATION

UCLA
1991-1995
B.A., Anthropology
summa cum laude
phi beta kappa
GPA 3.91

College Honors
Highest Departmental Honors
UCLA Distinguished Scholar
Presidential Fellowship

SKILLS/TOOLS

Product Leadership
Team Leadership
Stakeholder Management
Product Roadmapping
ChatGPT, AI Product Tools
Jira, Confluence, Asana
Optimizely, Taplytics, Split.io
Amplitude, GA, Tealium
Mixpanel, Flurry, Adobe Target
Braze, Iterable, CRM tools
Branch, Appsifyer, Kochava
Figma, Photoshop
CSS, HTML, javascript

SUMMARY

Product Management leader with 20+ years of experience building high quality, easy-to-use products and the teams that make them.

PROFESSIONAL EXPERIENCE

April 2023 - July 2024

Senior Vice President of Product, NeuroGym

- ▶ Responsible for product vision, strategy, roadmap and team for NeuroGym, a mental fitness company led by CEO John Assaraf (*The Secret*). Key member of executive team involved in strategic and product decision making for \$10M/year SaaS online business.
- ▶ 0-1 launch of 4.9 star iOS and Android app, *Innercise*, reaching \$2M+ in ARR and 20K MAUs within 6 months of release.
- ▶ App includes *MyCoach*, an AI clone trained on over 75K content pieces and powered by ChatGPT, partnering with Delphi.ai, ElevenLabs and others.
- ▶ Led product, content and engineering teams (8-12), responsible for all user-facing product development. Instrumental in incorporating AI technologies in streamlining content and code development.
- ▶ Position ended due to company insolvency; excellent references provided.

July 2020 - April 2023

Executive Director, Digital Product, The Beachbody Company

- ▶ Product Owner of Beachbody on Demand consumer experience product lines (Community, Gamification, Tracking, Nutrition, and Content Discovery) for the Beachbody Company (NYSE: BODI).
- ▶ Responsible for iOS, Android, and OTT platform (Roku, Fire TV, tvOS, Google TV) experiences; improved all to 99%+ crash free users and 4.9+ star ratings.
- ▶ Led product team (4-7 PMs) responsible for a variety of product lines and platforms. Responsible for quarterly roadmapping, product vision, C-suite communication, budget and resource planning.
- ▶ Led full UX redesign of OTT experience, improving ratings to 4.9 stars, 50% increase in users streaming on OTT platforms.
- ▶ Led 0-1 Android tablet experience for Beachbody's fitness cycle, responsible for UI, UX and product features, including HRM, Apple Watch, and Healthkit integrations.
- ▶ Led subscription funnel mobile app optimizations resulting in 45% conversion increase for iOS and Android IAP subscription revenue.

June 2019 - July 2020

Product Director, Indy

- ▶ Product Director for Indy, a pure start-up building a one-stop SaaS shop for online Freelancer tools. Built Proposals, Contracts, Invoices, Tasks, Time Tracker, Calendar, Forms, Files and Chats product lines from scratch.



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CLIENTS

Sony Music
MTV Networks
Penguin Group
Bravo TV
Oxygen Networks
Interscope Records
HarperCollins Publishers
JPMorgan Chase
Maverick Records
Sprint
Wiredset LLC
Brew PR

SITES

pearljam.com
toriamos.com
michaeliackson.com
willsmith.com
enjoyincubus.com
johnnycash.com
neildiamond.com
celinedionusa.com
thalia.com
peteyorn.com
& many others

PROFESSIONAL EXPERIENCE (CONT.)

May 2017 - June 2019

Director of Consumer Products, GoodRx

- ▶ Responsible for consumer-facing Mobile Apps (Android & iOS, 2.5MM MAUs), Mobile Web and Desktop (10MM MAUs) products for GoodRx (NYSE: GDRX).
- ▶ Led full redesigns of core funnel pages for all platforms, resulting in 9% conversion lift to revenue via optimizations. Managed refactor of legacy platform dependent codebase to single API informing all platforms.
- ▶ Led Retention initiative migrating consumer messaging (SMS, push, email) to a single profile service. Optimized refill reminders and price alert messaging. Increased organic app installs from mobile web by 121% YoY.
- ▶ Instrumental in structuring pre-IPO internal company growth, building and hiring UX/Design, SEO and QA teams & from scratch, establishing agile sprint processes, product roadmapping and OKRs.

2014 - 2017

Director of Mobile Product, Slickdeals LLC

- ▶ Responsible for Mobile Apps (Android & iOS) and Mobile Web for Slickdeals, the largest community-driven deal sharing platform on the web (10MM MAUs, 4M+ app installs, 83% returning visits).
- ▶ Led complete redesign and re-architecture of both iOS and Android apps. Lifted MAUs 22% YoY, with DAU/MAU ratio of 36%. Lifted mobile app registrations 66% via onboarding optimizations. Improved ratings to 4.9 stars.
- ▶ Built Slickdeals mobile web experience from scratch in advance of Google's mobile algorithm update 90 days from project start: 20% lift in post-launch page views/session, 67% YoY lift in MW revenue.
- ▶ Led Search optimization for all properties, improving default results, related content algorithms, enhanced sort and filter facets, etc. 18% YoY lift in searches/refinements.

2011 - 2014

Senior Product Manager, Livestrong.com, Leaf Group

- ▶ Responsible for LIVESTRONG.COM's MyPlate Calorie Tracker cross-platform experience, including MyQuitCoach (#1 smoking cessation app) and MyWater (featured in Apple commercial).
- ▶ Drove first post-IPO major overhaul of MyPlate, including LS's first mobile web and tablet optimized experiences. Lifted engagement KPIs for average time on site (+22%), tracked food (40%+), registration (17%+) and more.



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PROFESSIONAL EXPERIENCE (CONT.)

2011 - 2014

Senior Product Manager, Livestrong.com, Leaf Group (Continued)

- ▶ PM for LIVESTRONG.COM's Community - added SMS, email and push notifications, favorites, emojis, and redesigned UX. 21% lift in YoY posts.
- ▶ Led registration optimization, including landing page & funnel optimization more resulting in sizable +259% YoY lift in YoY registrations.
- ▶ PM for highly successful Nike/Microsoft Kinect branded ad sales campaign, with social (FB, Twitter, Instagram) contest, original content (article & video), etc., retaining key client and \$2M account during Lance Armstrong controversy.

2005 - 2011

Owner and Sole Proprietor, Jeffrey Storey LLC

- ▶ Exclusive white glove SEO & reputation management service for celebrities and high-profile public figures, CEOs, etc. particularly in tech, consulting with Brew PR in NYC.
- ▶ Full suite of online services offered, including creative & project management, web design & production, imaging & branding, UX design, social media strategies, etc.

1998 - 2005

Director, Sony Music Entertainment

- ▶ Managed bi-coastal team of 8-10 developers, coordinating and supervising high production volume and specializing in high profile music artists, including Michael Jackson, Neil Diamond, System of a Down, Incubus, Korn, Fiona Apple, and many others.
- ▶ Maintained strong client relationships with outstanding record of client service, timely qualitative product, and high standard of professionalism.
- ▶ Navigated through substantial business model changes in one of the first industries to experience profound digital disruption, transitioning from CDs to digital downloads to streaming music services.