

## JOSHUAH VINCENT

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**OBJECTIVE** Have fun creating software, hardware and service solutions of real value for customers, working with innovative, creative and driven people, providing technical leadership, user experience design guidance, product strategy, project management and customer insight.

**SKILLS** Product Management, Entrepreneurship, Innovation Leadership, User Experience Design, Team Building and Management, Requirements Gathering and Analysis, Usability Research, Competitive Analysis, Interaction Design, Specification Writing, Conflict Management, SaaS.

### EXPERIENCE

9/2013 – Current: Founder, CPO / COO: Tronic.fm | San Francisco | CA

Tronic.fm is a SaaS platform for the music industry with an acute focus on connection, engagement and discovery for the archetypes involved in the music industry (artists, promoters, agencies, venues, management, labels, fans). Tronic.fm provides a rich event ecosystem with a guide and ticketing, booking and artist roster management, comprehensive industry pages, integration with key services (YouTube, Vimeo, SoundCloud, Facebook, Twitter) and customizable hosted sites.

Responsible for articulating and defining company strategy and vision, designing UI and product management, pro forma, fundraising, recruiting and team management, development process definition, customer engagement and other things involving jumping through fiery hoops.

2/2013 – 8/2013: Director of Product: SFX Entertainment | New York | NY

Lead the redesign of the Beatport.com website, to take it from a pro-sumers experience to including a rich consumer experience. Worked to source and manage a design agency on all up product strategy, functional and visual redesign. Performed deep functional analysis for potential company acquisitions. Lead the design of the corporate website and marketing materials. Reporting to SFX CMO, Chris Stephenson, worked with executive members of company to build a cohesive company wide digital strategy.

2/2010 – 8/2012: User Experience Manager: OnLive Inc. | Palo Alto | CA

Delivered the **first cloud gaming platform to the world**. Lead the effort on all consumer-facing aspects of the service. Worked closely with executive staff, engineering and marketing to derive requirements, design functionality and drive execution. **2 Patents earned.**

Provide thought leadership, creative direction and product road map definition for the service.

Built and lead the user experience team (2 artists, 1 IA designer), storyboarding, information architecture, UI, detailed user experience definitions, and hi fidelity manifestations.

Built product management team and lead evangelization of the PM and UX design function at company.

Represent OnLive at industry events and with company partners.

9/2009 - 1/2010 Senior Program Manager: Bing for iPhone | MSN Mobile | Microsoft | Bellevue | WA.

**Bing Native Application for iPhone:** in 3 months lead the effort to deliver a native Bing application to the iPhone, the first official MS app on the iPhone. Within 4 weeks of release over 1 million installs.

3/2006 –9/2009 Program Manager: Zune | TV, Video and Music Business | Microsoft | Redmond | WA.

**Zune PC Software:** In 10 months, built the PC software technology to service the needs of the Zune hardware device, as well as the needs of the Zune Music service for Zune v1.

**Software Setup & Servicing:** Delivered end-to-end software & hardware servicing and setup solution for Zune.

**Podcasting Solution:** Created Microsoft's podcasting solution. This included team creation, definition and design of end-to-end experience, project management and usability research.

**Globalization:** Lead effort to globalize Zune technologies to EFIGS.

**Media Metadata Solutions:** Lead team to define media collection management and metadata management, including editing tools and online metadata services. Earned one patent for this work.

**Video Experience:** Created the video experience on the Zune PC software.

**Smart DJ:** Created, designed and managed the development of Zune Smart DJ, a music recommendation engine and user experience (ships in Zune v4), earning **3 patents** for work done on this project.

**Applications / Games Experience:** Lead team to design and deliver application store for the Zune software and device.

12/2005 – 12/2006 Program Manager: Windows Media Player, Microsoft, Redmond, WA.

**Podcasting Solution:** Designed and managed the development of an end to podcasting solution for Windows Media Player. Earned **one patent** for work in the podcasting space.

**Security and Privacy:** Responsible for driving the security and privacy functionality.

6/2001 – 12/2005 Program Manager: Windows Update Services, Microsoft, Redmond, WA.

**Windows Update Agent API's:** Lead feature design and development of functionality in the Windows update client software. These public APIs are leveraged by a wide variety of Microsoft solutions as well as 3rd Party vendors today for scanning, downloading and installing software and drivers. **2 Patents earned.**

**System Management Server (SMS) integration:** Lead integration efforts between Windows Update (WU) technologies and (SMS),

**Microsoft Baseline Security Analyzer (MBSA):** Lead integration between WU and MBSA.

**64-Bit Architecture Developed:** Created plan for supporting Windows x64 by the WU technologies and shipped these technologies for the Windows x64 release.

**Release Management:** Managed the Windows Server 2003 SP1 release effort across the WU.

**WU Driver Pipeline:** Lead effort to design and deliver driver scanning and update for Windows.

## EDUCATION

Degrees:

- Rhodes University, South Africa, 11/2000, Honors Computer Science & Information Systems, B.Sc (Information Systems) with Distinction.
- Rhodes University, South Africa, 11/1999 Computer Science & Information Systems, B.SC (Information Systems) with Distinction

Other:

- Cooper U Design Courses, USA, 11/2011
- Microsoft Mini MBA, Kellogg School of Business, USA, 9/2008
- Project Manager Professional certification (PMP), USA, 2/2008
- Dale Carnegie Leadership Course, USA, 5/2005
- Audio Production Certification, University of Washington, USA, 5/2005

## INTERESTS

- Music Production and DJing
- Endurance sports, including Ironman racing and coaching at elite level