

Shawn Goodin

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Shawn is a customer obsessed marketing technology transformation leader with strong vision, execution and leadership skills. He has nineteen years of industry experience and proven success delivering highly personalized, cross-channel consumer experiences that deliver top line growth. Shawn has strong web and mobile development experience coupled with business and technical architecture expertise. He has experience leading and developing large cross-functional global teams. Adept at influencing Senior Executives and C-Suite in high stakes decision making, negotiations, strategic partnerships and public speaking.

- MarTech vision and roadmap development
- Personas and customer journey mapping
- Web and mobile development
- Social Media Marketing
- SEO/SEM
- CRM / Marketing Automation
- E-Mail Marketing
- Tagging & Analytics
- Agile/Scrum development
- DMP/CDP Audience Management
- Data Management
- Customer experience personalization
- Web & mobile development
- Marketing insights & analytics
- Rewards and Loyalty
- Consumer Goods and Retail experience
- Java, .Net, Python, SQL
- AI/ML - Fast.AI / Jupyter

Professional Experience

JPMorgan Chase, San Francisco, CA

2016-Present

Marketing CTO

- Owner of multiyear Marketing Technology roadmap
- Owner of the marketing technology stack strategy and vendor management of 50+ marketing applications
- Lead business capability mapping and digital transformation efforts for Marketing Roadmap with a planned three-year NPV of \$360MM
- Lead customer journey mapping and design thinking workshops
- Lead Chase Loyalty Platform (Ultimate Rewards) program with \$6.2B in points delivering; annual growth of over \$500K in 2018
- Key Marketing Roadmap progress includes investments in real-time customer segmentation data capabilities, customer experience personalization capabilities, cross-channel and cross LOB advertising expansion across web, email, mobile, paid and social
- Manage ~ 90 person team of product managers, software developers, and marketing operations

The Clorox Company, Oakland, CA

2013-2016

Director, Marketing Technology

- Lead marketing platform strategy and multiyear roadmap enabling the transformation to always-on highly personalized marketing
- Developed consumer personas, empathy maps and customer journey maps to drive product strategy and prioritization
- Spearheaded agile innovation program to deliver speed and minimize risk of over investment in technical platforms
- Developed “marchitecture” model to deliver a flexible “right-sized” technical investment and governance framework to align IT and Marketing communications
- Developed capability mapping frameworks to inform marketing stack and data investment strategy

Northwestern Mutual, Milwaukee, WI

2012-2013

Director, Digital Marketing

- Lead digital marketing strategy and delivered new integrated multiyear roadmap to drive a customer centered multi-channel journeys focused on life stage moments to deliver brand initiatives, customer engagement and grow lead generation for the field sales teams
- Provided social media thought leadership for Marketing and Communications to achieve brand goals
- Delivered a consumer centered digital program grounded in personalization, engaging content, and customer experience
- Lead consumer experience web redesign and platforming onto Sitecore

SC Johnson and Son, Inc. Racine, WI

2005-2012

Global Digital Marketing Platform Manager

- Lead on mobile platform selection and implementation strategy
- Technical lead of digital marketing team driving mobile and social media technology strategy
- Lead internet platform globalization project, harmonizing vendors, technologies and processes
- Lead web content management project for annual savings of \$2,000,000
- Virtualized web datacenter lowering costs and increasing agility
- Technical lead on automation and predictive analytics tools to support personalization for CRM programs
- Supported RFP process for new email service provider and customer database vendor

Oversee.net Los Angeles, CA 2004-2005
Senior Product Manager, Revenue.Net (Ad Platform)

- Established product roadmap based on competitive market analysis and customer interviews
- Led redesign of core advertising engine leveraging Bayesian modeling and behavioral targeting
- Gathered and documented business requirements, user personas, technical specification, and wireframes
- Set scope, managed feature prioritization and tracked and communicated project status to senior management
- Increased client satisfaction and profitability by simplification and redesign of the advertising portal

FlashSeats.com Los Angeles, CA 2003-2004
Director, Product & Technology

- Increased sales efforts by designing a functioning prototype in under 2 months
- Responsible for coordinating the efforts to define, develop and deploy Flash Seat’s patented Ticketing Exchange Platform for the resell of electron tickets. (US Patent #6,496,809)
- Managed all aspects of product/project management including: business requirements, use cases, technical specification, project schedule, and budget
- Managed software development vendor selection and ongoing vendor management

SmallPlanet.net Los Angeles, CA 2003-2004
Director, Product & Technology

- Led development of SmallPlanet.net’s web based social media platform
- Developed working prototype of Mobile Social Networking application in 45 days
- Piloted product with University of California MBA students, gathering user insights
- Pitched business plan to multiple Menlo Park venture capital firms for potential funding
- Prototyped mobile bluetooth location based service (crowdsurfer/linecutter)

Accruent/MyContracts.com Santa Monica, CA 1998-2003
Senior Product Manager

- Increased revenue through the redevelopment of Accruent’s next generation Enterprise Contract Management Suite, a web based, enterprise class, J2EE-architected application
- Increased usability and lowered customer support calls by reengineering the application based on detailed client feedback and interaction design studies
- Coordinated the cross-functional delivery of the User Interface Specifications (including prototypes, wire frames, work flow diagrams, UI idioms and style guide)
- Lowered system integration time by standardizing the Business Objects Reporting product line, allowing for complex ad-hoc reporting as well as a large, base report library to be integrated into the base systems

Web Application Developer

- Managed and coordinated requirement gathering activities from Fortune 500 clients to define the Enterprise Contract Management Suite (ECMS) a SaaS contract management suite that includes over 50 types of contracts
- Designed and developed the notification engine for the Risk Mitigation product that notified users through email or fax as to their compliance status
- Designed and developed a dynamic interface architecture, which allowed for custom layout of pages via a web interface tool so that the product could be updated and customized with little engineering effort

Education

Masters of Information Technology American Intercontinental University, Los Angeles	2002
UCLA Extension Digital Graphic Design Program	1997
Bachelor of Arts Cultural Anthropology University of California, Los Angeles Departmental Honors	1995

Professional Speaking/Lecturing

Advisory Board	MarTech Conference	San Francisco, CA	May 2017
Advisory Board	CDP Institute	New York, NY	October 2016
Keynote Speaker	Marketing Technology Symposium	Sydney, Australia	November 2017
Keynote Speaker	DXS (CMSWire)	Chicago, IL	November 2017
Speaker	MarTech Conference	Boston, MA	October 2017
Speaker	MarTech Conference	Boston, MA	August 2014
Adjunct Professor	Milwaukee School of Engineering	Milwaukee, WI	2008 - 2009