

Joshua T. Minor

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Whois I'm an imaginative product person with a solid technical foundation. I thrive in roles that let me blend my practical expertise, interpersonal skills and organizational chops. I deliver by leading multi-disciplinary teams to build compelling software.

People Skills Agile and Lean Processes ▫ Tech:Business Translation ▫ Inclusive Leadership ▫ Developer Relations ▫ Project Management ▫ Planning and Strategy

Technical Skills iOS ▫ Obj-C ▫ HTML/CSS/JS ▫ Python ▫ Java ▫ Android ▫ SDK and API Design ▫ Natural Language Processing ▫ Information Retrieval ▫ Machine Learning

Job History

Sr. Product Manager (2015 – present)

Wikimedia Foundation, San Francisco, CA

The Wikimedia Foundation is the non-profit corporation that runs Wikipedia and develops the software it runs on. In addition to product owning the Wikipedia iOS app, I lead product management culture and process initiatives, and participate in strategic product planning.

- Product owner of Wikipedia for iOS. Millions of users. Star rating of >4.5. iTunes Editors Choice award Fall 2017.
- Developed a strategy which raised target retention metric by 50%.
- Lead product strategy and planning at the department level, including leading core product theory and business model development.
- Monetized the apps via donations, then raised revenue 150% year-over-year.
- Ran the Wikimedia Product Salon, which brought PMs and Product leadership from across the organization together for bi-weekly discussions, guest speakers, and skill development.

Product Manager (2014 – 2015)

Smule, San Francisco, CA

Smule is a unique mobile app company whose mission is to connect the world through musical collaboration. Known for award winning apps such as Ocarina and Sing! Karaoke, Smule runs a social network built around users making music together. I owned all Smule's web presence, as well as efforts around increasing the reach of the platform, such as SEO.

- Develop and execute strategy for growing traffic by focusing on user content and sharing. Grew web traffic 40% on an average month-over-month basis.
- Doubled off-network social sharing and increased brand reach with a new embeddable and shareable media player experience.
- Worked with outside consultants to create and implement an SEO strategy, resulting in higher placement and increased traffic on strategic keywords.

VP, Product (2012 – 2014)

mNectar, San Francisco, CA

mNectar provided innovative marketing and monetization ad products for mobile games and apps, naming and pioneering the "playable" ad. I started as a product advisor before the company was officially founded, and grew the role as the company scaled from 2 people with \$30/mo in sales, to a 25 person Series A company with \$400k/mo in sales.

- Defined and owned all product management and day-to-day development processes.
- Lead collaborative development of new in-app mobile ad formats, from initial concept, through launch, A/B testing, and iterative improvements
- Conceived and built sales demonstration and internal testing apps for iOS and Android platforms. Built and maintained WordPress brand web site.

Co-Founder (2012 – 2014)

Decoded Analytics, San Francisco, CA

Decoded Analytics was a contractor collective providing outsourced expertise and for-hire development of text analysis and machine learning systems. Started as a side business by a group of former co-worker friends to pursue contract opportunities that arose.

- Contributed system design, code and analysis to natural language and machine learning software projects. For example, we built a system in Java which parses

recipes scraped from the web into a normalized graph structure, for a food technology start-up.

- Acted as project manager and administrator, taking care of all organizational and entity level administrative needs. Designed and built company website.

Product Manager / Developer Evangelist (2010 – 2012)

Greystripe, San Francisco, CA

Greystripe pioneered the fullscreen mobile interstitial ad format and was one of the earliest companies in the mobile app ad space. I joined as Developer Evangelist and evolved into the company's first Product Manager, with a focus on publisher and ad products. Greystripe was acquired by ValueClick, now Conversant, in 2011.

- Managed product lifecycle for all ad formats and the publisher platform.
- Conceived and launched a new mobile ad format, Ad Boosters. Designed to deliver a new format quickly and with low operational cost, Boosters received positive PR (including coverage in TechCrunch) and sales feedback, growing revenue 10% in a single quarter.
- Managed the development of Greystripe's second generation SDKs for iOS and Android. Defined SDK interface and requirements, coordinated development and led community roll-out.
- Created all demo apps and code samples for iOS, Android and mobile web developers. Wrote documentation, managed support wiki, and developed best practices.

Senior Linguist / Marketing Specialist (2006 – 2009)

Cataphora, Redwood City, CA

Cataphora was an enterprise search and behavior analytics company. We developed and sold cutting edge text and behavior based search technologies to Fortune 500 enterprises and law firms. Cataphora was acquired by Ernst & Young in 2010.

- Created a natural language analysis scripting framework in Python, including proprietary ontology building language, APIs for corpora access, and classes for basic NLP services (including tokenization, classification and tagging) enabling faster iteration on advanced research concepts and custom analytics for clients.

Education

MA, Computational Linguistics (September 2006)

University of Washington, Seattle, WA

BA, Linguistics and Cognitive Science (May 2002)

Pomona College, Claremont, CA

First ever winner of the Cognitive Science prize.

Other Projects

Imaginary Cartography – <http://imaginarycartography.com>

Designed and built my personal website, including animation and interactive art.

Jiko Kanri dot Org – <http://jikokanri.org> and <http://jikokanri.org/essays/>

A semi-serious website and blog series about my approach to agile processes and software product management. Inspired by Homer Simpson's "self management" system.

WordMap – <http://wordmap.info>

The original word cloud creation app for iOS. Automatically builds word clouds from almost any text, using the latest machine learning and natural language technologies. Sole creator and developer.

Fill in the Lulz – <http://fillinthelulz.com/>

A fill in the blank game for iOS, using slang from Urban Dictionary, I developed and released to the App Store, along with a promotional website.

UWCLMA TREC Question Answering System - <http://goo.gl/G0vY9>

Initiated and led the development of the University of Washington CLMA QA system for the National Institute of Science and Technology's TREC 2006 question answering system competition.