

# TAYLAN PINCE

## Senior Product Executive – B2C Product Strategy – Team Leader and Mentor

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### Summary

Entrepreneurial and technical product leader with 17 years of experience driving strategy and innovation at customer obsessed B2C and B2B organizations. Strategist who thrives under ambiguous market conditions, expert in data driven decision-making, go to market and pricing strategies. 10+ years of remote-first, global team management experience.

- **Agile Product Leadership:** Expert in iterative product roadmap strategy, with a strong focus on user-centric design principles. Ability to balance creative design and engineering constraints, thanks to formal training in both fields.
- **Servant Team Leader:** Deep belief in the importance of empathy in team leadership. Experienced in guiding and mentoring cross-functional, high-performing product, design, and engineering teams.
- **Data-Driven Decision Making:** Skilled in establishing strong OKR principles and analytics-driven problem solving.

### Experience

#### PERA WALLET

Remote

2022 - Present

*Chief Product Officer*

- Led a mobile-first, open-source crypto wallet to massive community adoption. Oversaw go to market strategy, design, and product teams together with leading QA, marketing, and community outreach.
- Grew user base from 200K to 650K active customers within 16 months by community-focused marketing efforts, hired and closely mentored marketing team.
- Oversaw the launch of a new feature that generated \$500K of revenue within 6 months.
- Hired, onboarded, and mentored a group of 4 PMs and 16 SWEs.

2019 - 2022

#### UNWRAPIT

Toronto, Canada

*Chief Technical and Product Officer*

- Designed, built, and launched an innovative digital gifting solution for events and companies. Championed all aspects of platform architecture as well as leading product and UX design.
- Established and ran A/B testing program to increase gift recipient experience claim rates to 80%+.
- Collaborated with sales and marketing teams to scale from 0 to \$1M ARR within 2 years.

2017 - 2019

#### AVOCARE

Toronto, Canada

*Chief Technical and Product Officer*

- Collaborated with healthcare practitioners to design and build a clinic communication platform for patients and physicians. Oversaw all platform architecture, product and technology team hiring, and customer support.
- Worked with customer support team to lower support requests by 85% through better UX and technical solutions.
- Architected and built HIPAA compliant cloud infrastructure to ensure patient data privacy.

2015 - 2017

#### FIELDGUIDE.AI

Remote

*Senior Engineering Manager*

- Built large-scale, community-driven plant and insect identification platform with AI-driven search system.
- Architected embedded mobile neural network solution that could search across 500K+ images to find the right match.

2009 - 2015

#### HIPO

Remote

*Co-Founder, Senior Product and Engineering Manager*

Co-founded a boutique product consultancy for early-stage startups and scaled it to 65 full-time employees across 12 time zones. Was responsible for product ownership and engineering leadership.

- **Robinhood:** Developed initial iOS and Android apps that won an Apple Design Award and captured 2M users in 1 year.
- **Coinlist:** Developed mobile apps for the successful ICO platform, reaching 8M users and \$1B USD in token purchases.
- **Filament:** Oversaw digital transformation of traditional publishing platform, reaching 400K users and \$750K USD ARR.

2006 - 2009

#### SENIOR SOFTWARE DEVELOPER

Toronto, Canada

*Developed large-scale web applications at various companies including Trapeze, Navantis and Kaboose.*

### Education

#### UNIVERSITY OF TORONTO

Toronto, Canada

Master of Business Administration (MBA), 2008

#### YORK UNIVERSITY

Toronto, Canada

Bachelor of Science in Computer Engineering (BSc) and Bachelor of Fine Arts (BFA), 2006

### Competencies

Product Vision, Strategy and Roadmaps • Cross-Functional Collaboration and Alignment • Go to Market and Pricing Strategy • Community Management • User Science • Analytics • Data Driven Decision Making • Agile Team Leadership • Team Development • Mobile and Web Application Leadership • OKR Planning