

Bob Geenen

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More about me: <https://www.bobgeenen.com>

Professional Profile

15+ years experience in software development, product management, product development, and product discovery built on a broad engineering background.

- Exceptional communication skills allow me to work with diverse teams.
- Fascination with all thing IoT and excited to be part of the revolution to come.
- Deep experience meeting with customers to understand their needs and translate those into precise requirements and appropriate project goals and expectations.
- Very comfortable in both technical and business environments.

Experience

Senior Product Analyst

2021- Present

Tobii Dynavox – Stockholm Sweden – Accessible software and hardware with Eye Tracking

- Instituted system for collecting software usage data that is relevant, insightful, and actionable.
- Automated system to collect product feedback from sales consultants, key stakeholders, and end users (1000+ insights in year1).
- Implemented Product Management software to provide feedback and roadmaps for management and staff.

Skills Acquired: product discovery techniques, software usage analytics design, user testing

Tools Used: Productboard, Salesforce, Segment, Mixpanel, Integromat, Airtable, Survey Monkey, Power BI, Zapier

Director of Product Development

2007-2020

DynaVox Mayer-Johnson – Pittsburgh, PA – Creator of software for Special Education

- Conceived and managed the creation of a popular (500k member) online community and file-sharing site.
- Converted a legacy installed product into a web-based B2B subscription with supplemental iPad app.
- Successfully prioritized backlog of 100+ feature requests from software with massive userbase.

Skills Acquired: online community design and maintenance, product management techniques, large-scale product discovery with huge legacy overhead, working with diverse teams (database specialists, application developers, artists, UI designers), subscription business modeling

Tools Used: PowerPoint, Zoura, Excel, Salesforce

Director of Product Development

2004-2007

DynaVox – Pittsburgh, PA – Communication devices for people with speech impairments

- Executed strategic shut down of legacy product (product was sold successfully for 10 years.)
- Integrated text messaging (through Bluetooth to/from a cell phone), POP3 email support, and remote customer support capabilities into software.
- Implemented product discovery practices to determine new form factor for handheld communication device.

Skills Acquired: product specification writing, software accessibility expertise, running focus groups, sales force training, installer development

Tools Used: Visual C++, Visual Studio, Windows CE development tools, Installer Tools, 3rd party libraries, MS Office

Vice President for Product Development

Enkidu Research – Brookfield, WI – Communication devices for people with speech impairments

Design & Development Engineer

Adicon Consulting & Design – Milwaukee, WI – Manufacturing consulting company

Aeronautical Engineer

NASA Armstrong Flight Research Center – Edwards AFB, CA – Flight test engineering

Education

Purdue University

BS – Aeronautical Engineering (cum laude)