

# Cassie Wallace

## iOS Developer

[cassbwallace@gmail.com](mailto:cassbwallace@gmail.com)

<https://github.com/cassiewallace>

Breckenridge, CO

*Experienced SaaS and mobile product manager transitioning to mobile developer.*

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## Experience

### Mapistry - REMOTE

VP of Product - MARCH 2021—JUNE 2022

- Owned the product vision, strategy, and roadmap for environmental data platform as ARR grew from \$1.8M to \$2.9M and NPS improved from 38 to 52
- Led release of Analytics product with Looker, FiveTran, and Snowflake stack
- Hired and managed a team of Product Managers and Product Designers
- Acted as interim CTO, managing a team of 6 software engineers and guiding architecture and process decisions

### Flow Commerce - HOBOKEN, NJ / REMOTE

Principal Product Manager - JUNE 2018—MARCH 2021

Senior Product Manager - MAY 2017—MAY 2018

- Worked directly with backend engineers and data scientists to solve pain points in international tax and duty calculation
- Led development on product classification product from inception to launch
  - Enabled MVP launch by writing Python scripts to clean product catalog data
  - Led iteration to a machine learning-based solution supporting 10k+ products/day
- Developed hiring frameworks and career paths for 9-person Product team

### Prolific Interactive - [mobile] - BROOKLYN, NY

Senior Product Manager - JULY 2017—MARCH 2018

Product Manager - FEBRUARY 2015—JUNE 2017

- Led cross-functional teams of mobile engineers, designers, user researchers, and analysts to build and ship 5-star iOS and Android apps for Saks Fifth Avenue, Baublebar, Alex and Ani, and American Express
- Owned all hiring for the Product department, growing the team from 6 to 12

### Branding Brand - [mobile] - PITTSBURGH, PA

Manager, Client Services - FEBRUARY 2014—DECEMBER 2014

Account Manager - JULY 2012—JANUARY 2014

- Maintained high retention and growth with clients with mobile and tablet applications
- Led launch of Passbook (now Apple Wallet) product
- Managed Associate Account Managers and led hiring and onboarding

### Digitas - BOSTON, MA

Associate Copywriter - FEBRUARY 2011—JULY 2012

- Wrote copy for Goodyear Tires digital, including websites, mobile, and ads

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## Education

Carnegie Mellon University | B.A. in Professional Writing - PITTSBURGH, PA

Class of 2012 - GRADUATION: DECEMBER 2011

Minor in Business Administration - Dean's List with High Honors - Varsity Track & Cross Country (Captain)