

BRYAN SIM, PHD

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PRODUCT LEADER with 8+ years of experience at both early-stage and established companies, in both B2B and B2C contexts, with a record of launching products to millions of users, while stewarding millions of dollars in ARR. Passionate about building things that make people's lives better, with people that I care about, in companies that seek to reshape modern work.

CORE COMPETENCIES

Product Strategy | Cross-Functional Leadership | Market Research | UX Research | Data Analysis | Team Building and Mentoring | Stakeholder Management | GTM Strategy | User Interviews | Usability Testing | Survey Design & Execution

EXPERIENCE

DATARO

Head of Product

June 2024 – Present

Lead Product Manager

March 2024 – June 2024

- First product hire, establishing product management function and processes from scratch
- Hired and managed a 3-person cross-functional product team, including our first design and US data science hires
- Drove product strategy and roadmap, contributing to 30+% growth in ARR, including 2x growth in the US

GOFUNDME

Principal Product Manager

January – December 2023

Senior Product Manager

August 2021 – January 2023

- Led cross-company team to build and launch native video, enabling organizers to connect more authentically
- Coordinated stakeholders from trust and safety, fraud services, and legal to build out content moderation pipeline
- Planned and executed go-to-market strategy with stakeholders from marketing and communications, including closed and open beta phases, staged rollout, and subsequent launch that leveraged VIPs/influencers
- A/B tested use of ML/AI models to minimize user friction when choosing fundraising categories, proactively preventing user confusion and frustration

OWLER

Product Manager

May 2017 – July 2021

- Boosted organic traffic by 400%+ by rearchitecting platform crawlability and page discoverability
- Developed, launched, and grew new freemium revenue stream to \$1M ARR
- Led user interviews that identified new target market and strategy focused on helping SMBs to self-serve
- Drove product discovery to identify three key features needed to drive monetization (Newsfeed, Advanced Search, Instant Insights), and led product development and launch

MOTIVATION LAB, NYU

Graduate Researcher

September 2012 – January 2017

Mentored over 20 research assistants and instructed them on experimental protocol, research methods, and statistics. Designed and executed numerous studies to discover how people compete with each other.

EDUCATION & SKILLS

Education: **PhD, Social Psychology; NYU, 2017.**
MA, Psychology; NYU, 2015.
BA, Psychology; University at Buffalo, SUNY, 2012.

Skills: Jira · Amplitude · Google Analytics · ANOVA · linear regression/mixed models · longitudinal data analysis · A/B testing · R · Ruby · MATLAB · Python · SQL · MongoDB · HTML/Javascript