

JOHN REEL

Hello. I am a creative and innovative serial Founder and SaaS Product Designer of 25 years, with a wide range of skills.

Seeking SaaS Product Owner roles

Want your product to be so innovative that it stands out well above the competition? Get in touch. I'll make it happen.



EXPERIENCE (PARTIAL)

Web Sorcery / The Green Web Host | 1993 - 2006

I founded the first PHP web app and hosting firm and personally landed/managed many national clients. I also invented the first content management system for websites, plus several other pioneering technologies.

GoTryThis.com / Tracker.ly | 2006 - present

As a solo founder, I invented several technologies to redefine redirect links, won the Internet product of the year award, and sold \$850k USD, through gamification.

Ingamer Fantasy Sports | Jan 2012 – Dec 2012

Was the first-hire to redesign a large, real-time, social, second-screen game, and to write and design marketing material. Evolved into a CMO offer.

PhocusPRO.com | May 2017 - present

I designed and managed development of a beautiful web app that makes a previously difficult process “a joy to use on a daily basis” and “incredibly user friendly”.

SKILLS (PARTIAL)

Team Management: Agile, kanban, scrum, roadmaps, wire-framing, etc.

Conversion Strategies: Copywriting, gamification, growth hacking, etc.

Additional Industries: Shopping cart, biotech, directories, green energy, food delivery, real estate, and many more.

PERSONAL

Yoshinkan Aikido Sensei

I have been volunteering, teaching non-violent self-defence to kids and adults for over twenty years, at three dojos.

Couples Coach

On the side, I help save relationships by mediating conflict and teaching empathy and healthy communication skills.



JohnReel.com



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