Shimon Rura

Cambridge, MA
shimon@rura.org
http://rura.org/shimon
(857) 928-3028

Summary: Entrepreneurial product & engineering leader with track record of shipping and growing new software products. Experience in consumer web and health tech.

Education

Williams College, 2003. B.A. with honors, Computer Science.

Employment

Product Management & Engineering Consultant and Advisor, 2008–2011 and 2016–present. Assist clients with product roadmap development, team formation, marketing, and product strategy. Manage and implement engineering initiatives from early prototypes to ongoing teams. Advise early-stage startups on new product development and growth.

CTO, Happie, 2015–2016. Led engineering for recruitment funnel automation product featuring live video, text messaging, and mobile-first web app. Hired and managed full-time and outsourced engineering and design staff. Took product from rough prototype to public launch, revenue, and thousands of users.

Director of Product, PatientsLikeMe, 2012–2015. Managed a cross-functional staff of 10 FTEs in designing, developing, and bringing to market a novel research platform integrated with the PatientsLikeMe patient community. Open Research Exchange (ORE), funded by the Robert Wood Johnson Foundation, enables researchers to develop health outcome measures based on patient-reported data. In addition to leading the product team, I developed a world-class scientific advisory board, spoke at conferences about novel approaches in Patient-Reported Outcomes, secured over $3M in funding for the project, and supported our commercial measure development offerings.

Director of Product Management, Smarterer, 2011–2012. Responsible for developing and communicating product vision, defining and prioritizing features, tracking performance metrics, running user research, and helping management, dev, and design teams work together smoothly. Smarterer was acquired by Pluralsight for $75M.

Member of Technical Staff, Renesys Corp., 2005–2008.

Software Engineer, Kronos, Inc., 2003–2005.

Skills

Product Design & Research. User interviews, usability testing, wireframing (paper, Balsamiq). Market sizing. Experimental measurement of value and commitment.

Analytics. Quantitative and qualitative goal-setting and evaluation. A/B testing. Google Analytics, Mixpanel.

Business & General Management. Hiring and management of product managers, engineers, and designers. Product-level P&L. B2B sales.

Project Management. Kanban and agile development styles. Roadmapping.

Software Development. Python, Javascript, SQL, Git, HTML, CSS, Emacs, TDD. Deployment in AWS and Google Cloud.

Activities & Achievements

- Mentored students in MIT course 6.171, Software Engineering for Internet Applications, February–May 2006. Co-taught a 3-day intensive course on relational databases at MIT IAP, January 2011 and January 2012.

- Board of Directors, Photo.net, 2006–2007. Acquired by NameMedia.

- Lead organizer of BarCamp Boston, an unconference for local techies.

- Created the Voo2do task management system (voo2do.com), a free online task tracker designed to be easy and fun to use. Over 150,000 registered users. 2005–2010.

References

References will be provided on request.