

Shimon Rura
Cambridge, MA
shimon@rura.org
<http://rura.org/shimon>

Summary: Entrepreneurial product & engineering leader with a track record of shipping and growing new software products. Constant learner with experience in consumer, health tech, education, and recruiting verticals.

Education

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

Employment

Consultant and Partner, Danger Fort Labs, 2016–present. Working with clients in a variety of industries such as media, health, and manufacturing, Danger Fort Labs is a consultancy that helps companies master product discovery. We teach by doing, partnering with existing staff to both drive rapid product progress and equip our clients for continuing success.

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 - Open Research Exchange, 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 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.

Co-founder, NodeRabbit, Inc., 2010–2011. Created a Platform as a Service (PaaS) offering for the Django web framework.

Software Development Consultant and Advisor, 2008–2011.

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

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

Skills

Product Management and Strategy. Managing cross-functional teams, assumption mapping & prioritization, design sprints (as facilitator and participant), product roadmaps. Agile and Kanban methods. Market and competitive research. Experimental measurement of value and commitment.

Design & User Research. Study design, user interviewing, usability testing, wireframing and prototyping.

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. Public speaking.

Software Development. Python, Javascript, SQL, Git, HTML, CSS, Emacs. 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, 2006–2014.
- Created 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.