DOUG MASCHOFF

PRODUCT MANAGEMENT, STRATEGY, DESIGN

404 877 2366
contact@dougmaschoff.com

www.dougmaschoff.com

PROFILE

My point of view, and a few thoughts on building products:

Keep things **simple**. Not everything needs to be customizable at first. Development is *expensive*. Only build *if* you need to *when* you need to if it delivers significant value. Prioritize ruthlessly. Make tradeoffs. Test ideas, build prototypes and talk to your customers. I love to build things, but solving a problem without writing a line of code is a beautiful thing.

EDUCATION

Harvard University

Master of Liberal Arts, Management

2018 - 2022

Harvard University

Graduate Certificate, Strategic Management

2018 - 2021

Massachusetts Institute of Technology

Executive Certificate, Technology and Operations

2019 - 2020

Bentley University

Bachelor of Science, Computer Information Systems

1999 - 2003

CERTIFICATIONS

Advanced Certified Scrum Product Owner (A-CSPO)

Scrum Alliance

Certified Product Manager (CPM)

Association of International Product Marketing & Management

WORK EXPERIENCE

LaSalle Investment Management   2021 - Present

Vice President, Digital Transformation

- Lead North America's product design and development organization, driving vision and delivery of LaSalle's digital transformation initiatives.
- Gain senior leadership alignment and agreement on business requirements, product roadmap prioritization, and overall data strategy.
- Provide cross-business line leadership, advising on LaSalle's global approach to data strategy, data governance and product development.

Hana (a CBRE company)   2019 - 2020

Head of Product

- Led strategy and execution for entire Hana digital technology product portfolio, including operations, data, finance and marketing workstreams.
- Spearheaded development and successful rollout of company-wide data and analytics platform merging data from 15 separate source systems.
- Directed product org of four agile teams across the US and UK, totaling 30+ product managers, developers, data engineers and UX designers.
- Bolstered product management discipline within the organization, hiring, training, and mentoring product managers on strategy and best practices.

CBRE   2018 - 2019

Global Lead, Product Management

- Led product development for CBRE Global Investors, one of the world's leading global real asset investment managers with over $129B of AUM.
- Acted as product lead for GO Analytics, Global Investors' proprietary data aggregation and investment management analytics application.
- Responsible for envisioning and executing global product roadmap, prioritization framework and overall technology strategy for GO Analytics across all lines of business.
- Product leadership over product managers, UI/UX design team and 20+ engineers across multiple agile teams.

Equiem   2017 - 2018

Strategic Advisor

- Advised executive leadership team, performing research and analysis on strategic corporate initiatives.
- Developed data analytics system for quantifying, tracking and visualizing user engagement.
- Conducted financial analysis of multiple product lines, developed tiered pricing model and offered recommendations on strategic pivots to improve profitability.

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EXPERTISE

Discover
- Competitive Analysis
- User Personas
- Market Research
- User Journey Mapping
- Customer Interviews
- Requirements Gathering

Design
- Sketching + Wireframing
- Adobe XD, Sketch, InVision
- Low + High Fidelity Mockups
- User Onboarding / Engagement
- Information Architecture
- Feature Definition

Build
- Functional Prototyping
- Browser Development Tools
- HTML, CSS, JS
- API Integration
- Agile Software Development
- Product Roadmapping

Launch
- Go-to-Market Strategy
- Pricing Models
- CRM Implementation
- Digital Marketing
- Financial Projections
- ROI Analysis

Measure
- A/B + Multivariate Testing
- Usability Testing
- Feature Flagging
- User Segmentation
- Data Analytics
- BI + Data Visualization

WORK EXPERIENCE

Ensemble (acquired) 2014 - 2017
Founder + CEO

- Led conceptualization, design, development and testing of industry leading flexible workspace operating platform.
- Owned product vision, managed full development lifecycle, and led cross-functional international team of 18 developers, designers, project manager.
- Developed full corporate identity, positioning and messaging, including go-to-market launch strategy and digital marketing platform.
- Successful go-to-market launch, growth and eventual acquisition of platform in 2017.

White Fence (acquired) Jul 2007 - Nov 2014
Head of Technology + Operations

- Led the company to third largest single family residential marketshare in the Atlanta metro area with over 1,000 properties under management.
- Oversaw all operations, managing a team of 50 and responsible for an annual P&L of $4M.
- Led development of industry-first online client/tenant portal for account management and electronic payments and distributions.
- Implemented fully integrated technology infrastructure, composed of 18 different software platforms.
- Developed lead generation network driving over 1,700 tenant leads per month to 9 leasing agents. Generated an average of 90 owner leads per month to the business development team with an average closing ratio of 25%.

Providence RE Jun 2004 - Jul 2007
Director

- Performed data driven market and site analyses for commercial development projects, including a $7.1M 108k sqft self storage facility in
- Sourced and coordinated commercial redevelopment opportunities, including an $6.1M 88 unit condo conversion project in Milton, FL.
- Evaluated investment and development opportunities using capitalization rates, internal rates of return, net present values, capital accumulations and annual growth rates of capital.