

# Edward J. Siegel

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1842 Divisadero St. #5, San Francisco, CA 94115

## EXPERIENCE

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5/2014–3/2016 **SEGA NETWORKS, INC**

San Francisco, CA

### **Product Manager**

*Games: Rise of Knights & War Pirates (iOS/Android)*

- Led product, managed roadmap, and owned \$3m P&L for two 17-person projects
- Developed and owned financial projection model used by entire company
- Coordinated UA spend, analyzed channel performance, managed storefront testing and ASO
- Managed company relationship with our analytics provider and helped internal teams integrate it
- Wrote feature specifications/wireframes and coordinated implementation across engineering, art, QA, and production
- Mentored two PMs on other teams and managed associate product manager
- Created centralized best practices in design, A/B testing, and analysis used by all game teams

10/2012–5/2014 **ZYNGA, INC**

San Francisco, CA

### **Product Manager**

*Games: Cityville (FB), War of the Fallen (Mobile), Battlestone (Mobile), Hit it Rich! Slots (xPlatform)*

- Led mobile product from pre-launch through release for social casino game that has reached top 15 grossing US – iPhone and grossed \$40m+ in lifetime revenue
- Coordinated user acquisition and go-to-market plan for two Android and iOS launches
- Launched two mobile midcore titles – War of the Fallen (top 10 free, top 100 grossing) and Battlestone (top 30 free, top 130 grossing)
- Led revenue growth for Battlestone; launched features that contributed to revenue increases of over 100%
- Launched and analyzed over 30 A/B tests that lead to increases in monetization, retention, and virality
- Taught training course to new Zynga PMs on competitive research and analysis and received 2<sup>nd</sup> highest overall instructor rating across 25 courses

7/2011–8/2012 **SIMON-KUCHER AND PARTNERS**

Mountain View, CA

### **Consultant**

*Clients: Fortune 500 Telecom Manufacturer, SaaS Payroll Software, Data Center Provider*

- Recommended product feature segmentation and pricing strategy for SaaS payroll company, based in part on large scale qualitative and quantitative customer survey
- Built Excel dashboard monitoring 10 KPIs on profitability and pricing; pricing head said it would “revolutionize the way we do our business intelligence”
- Created pricing rate card for major data center provider based on customer segmentation and willingness-to-pay

## EDUCATION

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### **Northwestern University**

Evanston, IL

*Bachelor of Arts, June 2011*

- Major: Economics; Minor: Business Institutions
- GMAT: 750 (98<sup>th</sup> percentile)

### **Udacity**

*Intro to iOS Development Nanodegree, Jan 2016*

- Other courses in Git, Command Line, Python, Introductory CS

## ADDITIONAL INFO

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- **Data Skills:** SQL, STATA, Excel, Pandas (basic)
- College sports broadcaster; Studied in South America and traveled to over 20 countries; Avid backpacker