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SUMMARY:

- Forward-thinking, versatile Senior Product Manager with diverse web development, mobile development, & artificial intelligence expertise.
- Fifteen years of experience in product management, web, mobile app, and AI development.
- Excellent interpersonal, verbal, & written communication skills.
- Track record of developing new products & implementing new business models in digital consumer & enterprise businesses.
- Experienced in making strategic business, design, and development decisions by identifying the most relevant and accurate data to inform and measure impact on customer experience.
- Brings a collaborative, problem-solving approach to transactions and manages projects and teams with a results-driven mindset.

EXPERIENCE:

Amazon Web Services (AWS), San Francisco, CA;

Senior Product Manager - Technical, External Services **2022 – Present**

- Innovating on behalf of founders and startups to enhance the AWS customer experience and provide the Next Generation Developer Experience.
- Led product management for the launch of Amazon Q Developer and integrated it into the AWS Management Console, AWS Marketing Website, and AWS Documentation Website.
- Developed and launched Amazon CloudWatch in the AWS Console Mobile App, and AWS CloudShell in the AWS Console Mobile App.
- Enhanced voice of customer analytics and reporting for AWS by integrating clustering and large language models (LLMs) for theme detection, analysis, and summarization.

JPMorgan Chase & Co., New York, NY;

Vice President, Digital Mobile Product Manager **2020 – 2022**

- Develop mobile products and services that provide significant value to the customer, are unique, and remove friction from the banking process.
- Serve as a cross-functional leader to collaborate with design, engineering and marketing teams to drive new product initiatives.
- Serve as internal mobile SME to multiple business units. Maintain strong command over subjects such as mobile landscape and trends, mobile platforms, mobile customer experience, and emerging mobile technologies.
- Work with multiple products/projects/business units in parallel. Provide insight into new business areas, balance multiple initiatives, while keeping a high level of performance and customer service.
- Integrate data analytics, product metrics, user experience research, competitive and market analysis, and company goals to drive prioritization of product initiatives.
- Facilitate and lead strategy/concept/requirements sessions with the business to formulate the mobile solution.
- Engage delivery as area product owner lead managing backlog and working close with design and technology to manage book of work.

Genetic Engineering & Biotechnology News, New Rochelle, NY;

Digital Product Manager **2018 – 2020**

- Oversaw all reporting development and reporting automation for Genetic Engineering & Biotechnology News as well as for Clinical OMICs (for web properties and mobile applications)
- Was responsible for managing the product roadmap, prioritized all development initiatives, new features, compliance, and efficiency improvements.
- Architected, designed, developed & launched the GEN website on AWS & WordPress.
- Created and launched GEN Edge, a successful paid membership, premium content service.

- Championed the product vision, strategy, roadmap to deliver growth, engagement and revenue for digital properties.
- Drove new features and functionality based on data science analytics, user research, business development goals, and best practices.
- Continually identified opportunities to improve the experience to drive deeper customer engagement on platforms.
- Defined and measure KPIs for digital products and collaborate to drive projects to meet KPI goals.
- Assisted in business case development, project plans, presentations, and communication plans to leadership and key stakeholders.
- Performed ongoing competitive analysis and stayed abreast of evolving digital trends and provided ongoing strategic recommendations to the organization.

Borro, Inc., New York, NY; VP of Product Management 2014 - 2018

- Provided leadership, vision, and management of Borro web and mobile fintech products & overall digital customer experience
- Updated and revised the Product Strategic Plan on an regular basis, ensuring its coherence with the overall business strategic plan
- Led and oversaw the development, design, and implementation of new products and changes to existing products, to include:
 - Performed market analyses to inform product ideation and design
 - Developed and executed new product design validation strategies to assure market acceptance
 - Developed and managed product launch plan (target markets, marketing strategy, value proposition, etc.)
 - Led/supported product owners in sprint grooming, prioritization, and definition efforts.
- Directed and oversaw the analysis of data for web and mobile products and managed directing internal, external or vendor resources as required
- Served as subject matter expert with customers & employees in the response to web and mobile product related questions or issues
- Reported into the SVP of Marketing and Chief Technology Officer.

Borro, Inc., New York, NY; Product Manager 2013 - 2014

- Product management lead on innovation within the growth areas of focus for the company.
- Managed product/functionalities for the website, mobile site to ensure their success in the marketplace in terms of revenue, customer acquisitions and market perception.
- Developed and executed on roadmap(s) for emerging product initiatives.
- Worked closely with marketing, engineering, sales and other internal & external stakeholders to identify and validate business/product requirements.
- Reported directly to the Chief Marketing Officer.
- Performed web analysis and benchmarked/monitored consumer behavior.

LifeCare, Inc., Shelton, CT; Online Product Manager 2011 – 2013

- Contributed toward defining the capabilities that the LifeCare website delivered to customers.
- Met with stakeholders & created business requirement documentation & use cases for web & mobile development projects.
- Managed web development & mobile application development projects from inception to completion. Oversaw product launches with development & marketing teams.
- Devised new approaches and recommended / implemented solutions to solve business needs.
- Maintained web analytics tools and managed online reporting.
- Oversaw UI/UX design & created wireframes, mockups & prototypes of site schematics for presentations to clients and internal teams.

Fusion Media, Inc., Somers, New York; Project Manager 2009 - 2011

- Managed projects, schedules and deadlines of the Design and Video Production Departments.
- Reported directly to the VP of Creative Services and the VP of Operations.
- Collaborated with a team of 8 creative professionals and communicates directly with clients.
- Corporate clients included PepsiCo, American Express, IFF, and Dollar General.

Helmes Innovations, LLC, New Fairfield, Connecticut; Founder 2005 – 2011

- Developed commercial & consumer mobile applications, content and websites.
- Marketed and distributed a diverse array of digital products and services online.
- Provided consulting services for online marketing campaigns including digital product development and distribution.

Sony Music Entertainment, New York, New York; Internship 2006 - 2007

- Employed by Sony's Global Digital Business Group and reported directly to the Director of Interactive Entertainment in the summer of 2006 and 2007.
- Developed value-added strategies for Sony BMG artists such as Beyoncé by developing mobile applications to be bundled with artist's digital albums and content.
- Participated in client meetings and corporate brainstorming sessions. Managed quality assurance testing on proprietary mobile software.

EDUCATION:

Bachelor of Arts in Consumer Behavior, January 2006 - December 2008

Minor in Business Administration

University of Connecticut, Storrs, Connecticut

Graduate GPA of 3.0 on a 4.0 scale

Majored in Entrepreneurship, September 2004 - December 2005

Suffolk University, Boston, Massachusetts

GPA at time of transfer to UConn: 3.2 on a 4.0 scale

CERTIFICATIONS:

- [Machine Learning Certificate](#) earned via Stanford University
- [Certified Scrum Product Owner \(CSPO\)](#) earned from ScrumAlliance.org
- [Amazon Web Services \(AWS\) Certified Solutions Architect - Associate](#)
- [Google Data Analytics Professional Certificate](#)
- Registered Apple iOS Developer
- Registered Google Android Developer

DIGITAL SKILLS:

- Fluent in using latest MacOS and Windows operating systems.
- Fluent in Microsoft Office - Word, Excel, PowerPoint, Teams, Project, Access, and Outlook.
- Fluent in building on AWS, Google Cloud, and Azure for web, mobile, and AI applications.
- Fluent in developing AI applications and agents using APIs and LLMs from OpenAI, Amazon Bedrock, Anthropic Claude, Meta LLaMA, and Google DeepMind Gemini.
- Fluent in implementing and using Google Analytics, Adobe Analytics, Mixpanel, and Countly for web, mobile, and product experience analytics.
- Fluent in using Jira, Confluence, Mixpanel, Aha.io, Basecamp, Asana, and Pendo for product and engineering roadmap development / tracking.
- Fluent in wireframing, prototyping, and collaborating using Figma, Adobe XD, OmniGraffle, and Balsamiq.
- Fluent in strategic planning of A/B and multivariate tests, using Optimizely and Adobe Target for implementing and conducting tests in web, mobile, and conversational experiences.
- Fluent in Adobe Creative Cloud - Photoshop, Illustrator, InDesign, Acrobat Pro. etc.
- Fluent in using Salesforce, Slack, and integrating systems and platforms with both.
- Practical knowledge of using SQL, Python, PHP, Java, JavaScript, React, and PyTorch.
- Fluent in digital and email marketing, SEO, and implementing marketing automation.
- Fluent in iOS & Android mobile application development & management.
- Strong proficiency with the App Store Connect web portal & Google Play Console, Apple Developer Programs, SDKs, iOS human interface guidelines & App Store review guidelines.

MEMBERSHIPS & ACTIVITIES:

- Co-Founder of The Collegiate Investors Association at Suffolk University
- Member of the Leadership Institute at Suffolk University
- Member of the Professional Selling Club at the University of Connecticut