

11899 690th ave
Emmons, MN 56029
[\(515\)450-2521](tel:(515)450-2521)
ekiMlaB@gmail.com

Mike Bal

Mike is consistently recognized for delivering the seemingly impossible by leading cross-functional teams to ship delightful experiences. He is primarily driven by impact and has a strong track record for building and launching products and features that drive growth.

He has a natural ability to understand data which he balances with his user-focused empathy to anticipate user needs, identify product gaps, and craft meaningful product roadmaps. He embeds himself in the product, maintaining a constant pulse on competitors, users, and the product experience.

Mike has a track record of building high-performance teams and developing successful leaders. Not only is he impact-driven and decisive, but he has an incredible product sense and drive to win.

SKILLS

Product Leadership

Product Management

Product Strategy

Market Analysis

Competitive Analysis

User Behavior Analysis

Go To Market Strategy

Product Positioning

Product Messaging

Product Roadmapping

Stakeholder Management

General Batman-ing

EXPERIENCE

Automattic/WordPress.com, Remote – *Head of Product Strategy/Experience*

May 2021 – Current

I entered Automattic in a marketing leadership role, but we quickly identified a gap that needed to be filled in product strategy. During my tenure with WordPress.com, I led several initiatives to build and launch new products, bring major features to market, and craft empathetic experiences for our users.

My ability to lead cross-functional teams and connect the dots across business units helped drive optimal impact across multiple business goals. My work directly impacted growth in new markets, customer value, and product adoption.

10up, Remote – *Director of Audience & Revenue (Growth)*

January 2019 – May 2021

I led a team of specialists and strategists to drive business results for our clients through the development and execution of data-driven strategies. Leveraging a wide variety of tactics, our team focused on capturing and leveraging insights to drive user growth, engagement, and revenue for all clients. Within the first year of being established as a team, we were able to prove ourselves as experts through our product-centric work with major companies like Starbucks, T-Mobile, and Salesforce, as well as through our more research-based work with [The Google News Initiative](#).

10up, Remote – *Director of Client Delivery*

January 2015 – October 2019

As the Director of Client Delivery, I led a group of over 30 cross-discipline team members to build, launch, and evolve platforms and products for our clients. My focus was to ensure alignment on the project and business goals while maintaining a high standard for our solutions, the quality of our work, and the experience for both the client and their end user.

I directly managed 3-4 team leads to drive performance and professional development across all team members in the group. Never hesitating to lean in, I worked closely with teams to develop and execute product roadmaps, craft project plans, and design workflows that ensured optimal efficiency and collaboration across our cross-functional teams.

Single Grain, Remote – *Director of Client Success*

April 2013 – January 2015

As the Director of Client Success, I focused on understanding our client's challenges and pain points and crafting solutions that helped them reach their goals. Developing the core skills of a full-stack digital marketer, I led a team of specialists, contractors, and third-party vendors to deliver on client goals. Developing solid relationships with key stakeholders, I **planned and executed** successful cross-channel initiatives for driving user acquisition, conversions, audience growth and engagement, and sales.

One Social Media, West Des Moines, IA – *Social Media Project Manager*

January 2011 – August 2012

In this role, I learned the importance of establishing and maintaining close relationships with clients. I created content and engaged with fans and customers on behalf of best-selling authors, national brands, and local businesses to drive awareness, engagement, and loyalty for all clients.

EDUCATION

Iowa State University, Ames, IA – BA – Advertising

August 2005 – December 2009

During my education at Iowa State, I also acted in several leadership roles with Boxing Club and ISU Hip-Hop Club, participating in national competitions and performances for both. Through my extracurricular experience, I developed a passion for the rapidly changing digital ecosystem, which kickstarted my career.

ENDORSEMENTS

Dave Martin – Product Lead at WordPress.com

“It's not often you come across a standout talent like Mike. During our time together at Automattic, he consistently amazed me with his depth of understanding in product development and knack for seeing the bigger picture. Always a team player, Mike added value not only through his expertise but also his positive attitude, excellent communication, and willingness to jump in at a moments notice and help with pretty much any project. Any team would be lucky to have Mike on board.”

Elna Vilk – CMO WooCommerce

“It was a pleasure working with Mike, not only for his strategic prowess but for his depth in product knowledge. Mike drove not only his direct marketing work but product requirements, product market fit and the strategic direction of the product we were building. Mike was in a different division during our partnership, but his cross-functional collaboration was so strong I never felt it. He always felt like he was part of our team, I credit his strong partnership and communication skills. I was particularly impressed with the humility in his work style and his appetite to learn and grow, despite the fact that he was often the most knowledgeable in the room. I highly recommend Mike for roles that require product management/marketing, leadership/team management and/or cross-functional collaboration.”

Jake Goldman – Founder and President of 10up

“Mike brings an entrepreneurial energy, no-BS style, creativity, and fearlessness to challenge his teams and leaders to any job he's in. He's the unique leader that even inside a larger business stays hungry, refuses to play office politics, and prioritizes what really matters to the bottom line.”

Ben Greeley – *Engineering Leader 10up > WordPress.org*

“When I first joined 10up, Mike was my team lead, and he immediately made me feel supported and excited about my role and the projects we would work on together. He's energetic, enthusiastic about whatever he's working on, and has an infectious way of pushing people to do their best.

We eventually worked more closely together in a leadership role at 10up, where we were partners in ensuring the success of our group and projects as we oversaw four teams of 20-30 talented individuals working on innovative and challenging projects. He fights hard for his teams and projects to be supported, but he also has a style that directly provides the feedback needed for his teams to know how they can be successful without having to be micromanaged. He always thinks outside the box in how we can further iterate and improve products and services.”