

George Dy, Jr.

Chief of Staff • Product Strategy

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Snapshot

I'm a seasoned product strategist with over 10 years of product management and operations management experience. I thrive in fast-paced environments where ambiguity is the only constant. I put teamwork and purpose at the core of my work.

I'm seeking a Chief of Staff role that highlights product operations in a growth-stage climate tech company.

Education

University of California, Berkeley 2010

- Co-founded largest on-campus startup and technology club, Startups@Berkeley
- Launched GetContact.Info at SxSW, a digital business card and website builder

General B Contractor CSLB#1043644

Certified Factory-Built Housing
Manufacturer HCD#1560585

Strengths & Proficiencies

- Product Design
- Product Planning
- Project Management
- Process Improvement
- Leadership
- Founder Mentality
- Analytical Rigor
- Documentation

Tools & Frameworks

Design Figma Sketch.app

Prototyping Figma Zeplin Invision

Research Jobs to be Done G Suite

Management Asana Trello G Suite

Modeling/CAD SketchUp Layout

Volunteer & Interests

- Mentor and Advisor at Free Ventures (UC Berkeley), Galvanize, and AngelHack
- Podcast Producer at Climate Reality Project

Thumbtack

SR. MANAGER, BUSINESS OPERATIONS 2021-2022

- Originated and launched demand generation experiments that increased CLTV by 3x in high value customer segments
- Led a core real estate partnership as General Manager, resulting in \$10K MRR in alternate revenue within the first quarter
- Spearheaded new project initiatives for our marketplace operations team, the first that combined marketing strategy, customer success, and business operations to address top level OKRs for IPO readiness

Bay Modular

FOUNDER, CEO 2018-2021 (Acquired Dec 2020)

Started a company to make affordable housing a simple reality for homeowners that needed space for family

- Invented and commercialized an affordable housing product, the Solo Prefab ADU, and closed \$1.4M in pre-sales in our first 6 months
- Built our sales funnel and doubled YoY organic traffic and online sales with strategic partnerships and digital marketing
- Established and streamlined all processes from customer intake to on-site building inspections

Propeller Labs

CO-FOUNDER, PRODUCT LEAD 2013-2018

Started a consultancy to bring product strategy and talent to rapid-growth startups and enterprise companies

- Bootstrapped a software consultancy to 14 employees and \$2M annual revenue. Customer highlights include:
 - Built the first mobile app for several YC-alum, including Mixpanel (S09), Worklife (W15), Cruise (W14), and LogDNA (W15)
 - Designed and built Old Navy's "Store of the Future" interactive shopping concept under CMO Ivan Wicksteed

Linea Photosharing

HEAD OF PRODUCT 2012-2013

- Led a distributed design and engineering team and implemented MVP feature modeling to improve production release timelines
- Managed the development of 4 consumer apps, including web, iPhone, iPad, and custom bootloaded Android digital photo frame
- Co-authored 5 issued patents on automated generation of photo layouts through user-influenced computer vision