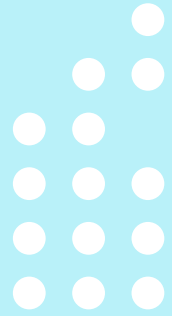


Fractional Product Leader

I'M JOSHUA

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- Post Falls, Idaho



I'm a fractional product leader helping companies pull the right levers for acquisition, activation, and retention. For the past 16 years, I've worked with teams across consumer products, e-commerce, mobile, and B2B SaaS.

I start by listening, asking questions, and finding where we can have the greatest impact. Almost all teams get bogged down in communication. I've been able to cut through that with quick sketches and low-fidelity ideas to move projects forward.

One time, a 10 minute sketched saved a company \$5,000. I focus on bringing clarity to chaos, am eternally curious, and have a passion for connection and understanding.

Google

AUTOMATTIC

 bartercard

 BEACHBODY

PMC

 WOO COMMERCE

EXPERIENCE

2016 - CURRENT - WILD PANGOLIN

Offering fractional product and design leadership to startups in the consumer mobile and B2B SaaS spaces. I help startups find product market fit and reach the next stage in their growth.

2015 - 2021 - XWP.CO

Developed and cultivated design and product teams within an enterprise agency while supporting clients such as Google, WordPress, Beachbody, Bartercard, Thomson Reuters, Heavy, PMC, and more.

2013 - OXYFRESH

Helped build products for a health and wellness brand, led junior designers, and supported anywhere design was needed.

2007 - SABRAMEDIA

Co-founded a web development company and helped and helped pivot to a Software as a Service. Focused on bringing value to clients and finding product market fit during a recession. What a great learning opportunity!

