

## Patrick O'Malley

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### Personal Profile

Executive level product director with successful track record of setting and implementing strategy for large multinational company. Passionate about social networking, mobile, user generated content and communities. Experienced in agile methodologies, project management and commercial expertise. Imperial College MBA.

### Employment

**Yahoo!**

**Feb 2012–Dec 2012**

**Global Head of Product, Yahoo Answers** - In charge of roadmap and strategy for the Yahoo! Answers, the world's largest Q&A site (in 21 versions and 11 languages with over 3 billion answers.

- Increased overall Yahoo Answers monetization from \$1.5m per month to \$2.2m per month.
- Doubled mobile users from 40m to 80m from Aug 2011 to Aug 2012
- Released a read-write API as strategic move to promote external partners to use Answers as a platform for their Q&A.
- Released a new ratings feature to improve engagement and provide signals into quality content and worked with Science teams to create algorithms to understand content quality reputations for contributors.
- Worked across multiple time zones and cultures teams in London, Bangalore and Sunnyvale.

**Yahoo!**

**April 2009 –Mar 2011**

**Product Manager** - In charge of product and ROI for two teams of engineers, web developers and QA working on features for the Yahoo! Answers.

- Introduced an agile methodology that later became the blueprint for all Answers development teams.
- Won a Yahoo You Rock! Award for outstanding contribution for a newly formed team.
- Delivered a mobile optimized version of the Answers site from design to launch in two months. This brought 17 million new mobile users to Yahoo within a month– a third of the annual 2010 target for the whole of Yahoo!
- Product managed two teams (concurrently) delivering features for the Answers site.
- Delivered features to increase engagement, cement our leading brand and position in the marketplace, monetize, fend off competitive threats and understand user needs. Achieved a 15% increase in engagement (i.e. daily rate of answers) in 2010 alone.

**Moveme.com****Feb 2008 –April 2009**

**Head of Operations** - Introduced a structured development process and linked up the technical, marketing, commercial, partnerships and design areas of the organisation into a cohesive whole. Managed a team of six developers, two designers and an offshore testing team.

- Was responsible for ROI priority of items on the product backlog
- Successfully moved the technical team into using an agile methodology,
- Implemented key strategic partnership with Royal Mail replacing a competitor of ours on their site through offering better commercial opportunities and a better leverage of Royal Mail data.
- Successfully implemented white-labeled sites for partners such as MSN, Sky, Fish4, PropertyFinder, Royal Mail and others.
- Worked closely with Head of Marketing on creating iFrames, banners, improving conversions, launching affiliate programs. Implemented an SEO strategy that achieved rank 7 in Google for some generic keywords.

**Two-Ten Health, Dublin****Nov 2006 – Feb 2008**

**Project Manager** Two-Ten Health are a company that make enterprise software for dental schools and universities. I was responsible for eight developers and three testers during my time.

- Successfully delivered two major versions of the Salud software on time and on budget – projects with a combined value of €1 million. This involved planning and resourcing (both development and testing)
- Reporting directly to CEO and Product Council to discuss progress, change requests, client welfare, support issues, establish priority etc.
- Was involved in the successful tender, acquisition and implementation of a member's portal system for the Faculty of General Dental Practitioners
- Wrote specifications for new features and prioritised bugs

**University College Dublin****Sep - Dec 2006****Lecturer**

Did a single term of lecturing in Software Engineering and Object Oriented Programming. Also a small group teacher in statistics and website design.

- Successfully designed tutorials to provide a structured progression through object-oriented concepts – the entire class passed.
- Included a section to make the course relevant by referring to practical relation of all concepts to real-life examples and industry

**V-Tours S.L.****Jan - Dec 2004****Entrepreneur**

I started my own company producing multimedia-marketing tools for agents and property developers by creating virtual reality tours of property in Spain.

- Created the concept of virtual reality driven website to allow users to 'explore' the property both from a click-based and floor plan-based paradigm.
- Distributed the finished product either by hosting it on the web in a pre-designed template or by selling promotional CD-ROMs.

## Education

### **MBA, Imperial College** 2011-2012

Two year Masters degree awarded with a Merit.

Core courses in accounting, economics, finance, marketing, organizational behaviour and strategy.

Electives in leadership and strategy areas.

Thesis in high-tech strategy and business model innovation and the traits of companies who are the successful business model innovators in an industry.

### **UCD Smurfit School of Business; MSc Management Science** 2005-2006

First class honours in a specialist one year masters management programme.

Won the Thomas Perry bursar award for best thesis on multi-criteria decision-making. Projects in genetic algorithms, simulation modeling, graph theory.

### **Trinity College Dublin; BA Mathematics (Second Class Hons)** 1994-199

## Interests/Activities/Achievements

Guitar player, Banjo player, Football, Climbing, Building websites, GMAT score 720 (96<sup>th</sup> percentile) , Spanish (fluent) German (A Level), French (beginner - conversational)