

Andrew T. Gibson

Strategic Product Leader | Go-to-Market Expert

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Overview

Leader with 8 years of experience building and delivering highly technical products that delight users. Proven track record of leading multiple cross-functional teams in continuous delivery of products based on customer feedback. Eager to continue refining skills and learning while working with top performer in the industry.

Expertise

- ✓ Product Management ✓ Problem Formulation ✓ Specification Writing ✓ UI/UX Design ✓ ERD Design
- ✓ Development ✓ Launching ✓ Support ✓ Customer Insight Collection ✓ Demos ✓ Sales ✓ Onboarding
- ✓ Leadership ✓ Buy-In Cultivation ✓ Process Design, Tracking, and Implementation ✓ Team Development
- ✓ Data Science ✓ Scraping ✓ Filtering ✓ Cleaning ✓ Normalizing ✓ Merging ✓ NLP Training & Classification

Highlights

Product Development: Built and launched several highly technical products within a unified Data Platform.

Go-To-Market: Planned and executed Go-To-Market Strategies that engaged with over 30,000 Companies.

Onboarding: Onboarded 1,000+ companies, collecting hundreds of user insights for product improvements.

EXPERIENCE

Pakira, Inc. – *Enterprise Data Platform for Physical Commodities Trade*

Cambridge, MA

Founder and Chief Product Officer

August 2018 – Feb 2024

Started Pakira after working in the industry and discovering big problems without any adequate solution on market.

- Directed cross-function team of 60+ people in building Data Platform that connecting nearly 100,000 companies.
- Led go-to-market plan engaging 30,000+ companies without any ad budget, and onboarded 1,000+ companies
- Managed growth strategy that sustained 10-30% MoM growth while integrating feedback into release iterations.

Awards: MIT Startup Spotlight Winner, MIT Fintech Competition Winner, FinTech Connect Pitch Winner, more ...

Forest City Trading Group (FCTG) – *Physical Commodities Trading*

Nashua, NH

Trader and Product Leader

March 2017 – August 2018

- Designed and specified Trading technology products that served 300+ traders representing \$6 Billion in revenue.
- Researched and tested all sales technology products on-market to empower our trading operations.
- Top trader of class; grew book of business to over \$1 million in sales in first year using digital trading platform.

Morgan Stanley – *Private Wealth Management*

Portsmouth, NH

Product Development Associate

May 2015 – May 2017

- Built client management product consolidating 18,000+ records into a streamlined dashboard for processing.
- Engaged with dozens of wealth managers and clients to understand their needs to deliver desired products.
- Managers using tools gained \$10 million+ in new funds and saved their clients \$100,000+ in investment fees.

COMMUNITY LEADERSHIP

Big Brothers Big Sisters of New Hampshire – *Youth Mentoring*

Portsmouth, NH

Board Member, Executive Officer on Finance & Governance Committees

2017 – Present

- Wrote all meeting minutes, created file management system, and recruited funding development expert to board.
- Raised over \$25,000 in funding. Representative and Public Speaker for corporate fundraisers and T.V. interviews.
- Current "Big" and "Little". Youngest board member and executive officer in the organization's history.

EDUCATION & TRAINING

University of New Hampshire – *Peter T. Paul School of Business*

Durham, NH

B.S. in Finance, Quantitative Finance & Business Analytics – Major GPA 3.7

2013 - 2017

Campus Leadership: Inter-Fraternity Council (IFC) President, Rines Angel Investment Fund, Men's Rugby Club

Leadership Training: MIT AI for Impact (Spring 2024), MIT Start-up Sandbox, MIT Venture Mentoring Services, MIT Mentor Smart Mentee, MIT Start Smart, MIT B2B Sales Training, DCU FinTech Accelerator, MassChallenge (Cohorts 2021, 2022 IBM), Sigma Alpha Epsilon Leadership Institute, IFC Leadership Institute.