

## CADEATRA HARVEY

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Experienced entrepreneur with 10+ years of creating, developing, implementing, and managing physical products seeking to transition into formal Product Management or related roles within an innovative company.

### SKILLS

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- **Communication** - Manages stakeholder communications by leveraging professional coaching skills to identify and clarify stakeholder needs and expectations, and maintaining communication channels and feedback loops
- **Prototyping** - Skilled at building a new product or service line from scratch and to bringing its first iteration or BETA into the hands of users utilizing experimental and lean frameworks
- **Business Operations** - Directs day-to-day operations of micro businesses and projects for startups focused on achieving key business metrics and continuous improvement initiatives

### EXPERIENCE

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**Digitization Coordinator**, Enoch Pratt Free Library November 2018 – Present

**CEO, Product Development Manager** November 2021 – Present

Stages ULTD | *Stages ULTD is a game-based learning company that specializes in creating physical products for personal development, life coaching, and social-emotional learning*

- Conceptualized and managed the execution of the product vision, design, strategy, and roadmap of a physical game-based learning system
- Conducted extensive market research using first party data and 100+ user stories to determine pre product-market fit and feature prioritization
- Lead and coordinated the procurement and production for high fidelity prototypes and MVP (minimum viable product) based on initial PRD (product requirements documents) using zero to one management principles

**CEO, Product Manager** August 2010 – June 2019

Generation of Dreamers LLC | *Generation of Dreamers was a solopreneur ran apparel & art concept e-marketplace retailing custom art, varsity jackets, t-shirts, and accessories*

- Developed and launched an e-commerce site that generated an AOV (average order value) of \$110 and 2k unique website visitors each month in the first year
- Implemented strategic e-commerce site redesign to improve brand messaging, engage new users, and improve conversion rate resulting in a 10% increase in AOV, 12% increase in visit duration, and 3% decrease in bounce rate
- Lead and managed the entire product development process for cut & sew apparel brand including initial market research, creating tech packs, sampling, and coordinating production with domestic and international manufacturers
- Executed go-to-market strategy plan for content, guerilla, and influencer marketing campaigns utilizing landing pages, video lookbooks, and other creative activations

**Global Consumer Products Consultant** April 2018 – May 2018

Red Bull Salzburg, Austria

- Consulted in house apparel brand Alpha Turi on attracting new customer segments and leveraging cultural trends consistent with existing brand aesthetic
- Collaborated with the lead fashion designer and creative teams to develop new fashion products across men's clothing and apparel product lines

- Contributed ideas to global consumer products development team on innovative approaches to product design and product lifecycle management of consumer goods in the global market

### **CEO, Product Manager**

November 2015 – December 2018

Baltimore's Gifted | *Founded and launched an e-commerce based innovation initiative supporting youth entrepreneurs in the sales and marketing of art, apparel, and consumers goods*

- Created and developed a multi-sided e-commerce marketplace as a real world, real-time hands on learning tool for youth to develop basic skills in apparel design, merchandising, and product marketing
- Utilized print-on-demand and dropshipping services across retail sales channels resulting in 13% increase of website traffic each quarter, achieving \$45 ARPU (average revenue per user, online) and \$100 ARPU in brick & mortar retail spaces
- Raised \$50k in grant and angel investment through collaborative partnerships across local and national impact investment communities, foundations, and commercial businesses
- Collaborated with local foundations and sponsors to facilitate pop-up shops, workshops, and digital media campaigns to support go-to-market strategy and increase brand awareness

### **Mobile Learning Product Manager**

July 2015 – October 2017

Open Works | *A maker space providing access to fabrication equipment and education*

- Successfully designed and implemented Baltimore's first mobile STEM education program based upon a 15 month research & development strategy for a startup high-volume maker space
- Interviewed 100+ students, teachers, and school board administrators to help create 5 user personas and prioritize features for program MVP (minimum viable product)
- Tested MVP through the facilitation of 40+ workshops with 500+ k-12 students and teachers showcasing rapid prototyping technologies including 3D modeling, 3D printing, and CNC machining
- Exceeded all internal and external stakeholders KPI's, OKRs and project milestone expectations, and achieved a NPS (net promoter score) of 72 among 100 students and teachers survey at program conclusion

## **EDUCATION**

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### **Inclusive Product Management Accelerator (IPMA)**

February 2023 – April 2023

University of Washington, Michael G. Foster School of Business

### **Temple University**

September 2008 – December 2009

Engineering Technology

### **Community College of Baltimore County**

September 2005 – December 2007

Associate of Applied Science, Computer Aided Drafting & Design

## **CERTIFICATIONS**

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**University of Maryland**, Product Management Professional Certificate

December 2022

**New Ventures West**, Certified Integral Coach

October 2022

**Institute for Professional Excellence in Coaching**, Certified Professional Coach (CPC)

August 2022

## **HONORS**

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- Coaching For Everyone Fellow, November 2021 – November 2022
- Red Bull Innovation Entrepreneur Fellow, July 2017 – July 2019
- Warnock Foundation Social Innovator of the Year May 2017
- Cultural Innovation Fellow, Salzburg Global Seminar October 2016 – October 2017