

MICHAEL J. YOUNG

Product, Design & Marketing Leader. Early-Stage Start-Up Specialist. michaeljustinyoung.com

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HIGHLIGHTS

- 20 years of bringing digital products to market. Leadership in product, design, marketing, engineering and content.
- Founder skillset. Driver of product vision, setting strategy, building process and ushering successful products from ideation to scale.
- Driver of culture, building and supporting high performance, high-EQ teams inspired to achieve objectives on time and within budget.
- Exceptional communicator able to collaborate, convey vision, bridge technical and non-technical teams, support employee growth.

SKILLS

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|----------------------|------------------|------------------|----------------------|--------------------|
| • Product leadership | • Marketing | • Agile | • AI API / Prompting | • Photography |
| • Strategic planning | • User research | • Team building | • Tech / engineering | • Creative writing |
| • Road map | • Data analytics | • Prioritization | • Adobe Creative Ste | • Communication |
| • UX / UI design | • SEO / Organic | • Mentorship | • Prototyping | • AI Automation |

EXPERIENCE

FOUNDER Conveyance Lab | Remote | Nov. 2022 - Present

Conveyance Lab is a product, marketing, design and content consultancy helping clients find their voice and reach their markets.

- Services include product & marketing strategy, web design + build, brand + graphic design services, content strategy & product, AI automation.
- Clients include automotive, finance / crypto, wellness, creative agencies and consulting firms.

FOUNDER EV.Guide | Remote | Nov. 2022 - Present

EV.Guide helps simplify electric cars and electric car ownership, so car buyers can save time & money, ultimately finding vehicles that fit their lives.

- Responsible for all strategic planning, design, architecture, engineering, and content development of EV.Guide web & mobile products.
- Development of full EV education curriculum for consumers and auto dealers including self-paced web, webinars, and guided mobile app.

VICE PRESIDENT, PRODUCT & DESIGN Money Experience / Redstar Ventures | Cambridge, MA | Dec. 2017 - Nov. 2022

Money Experience's sophisticated (and patented) "Life Simulator" was designed to teach personal finance concepts to high school students and young adults.

- As co-founder, responsible for comprehensive digital product strategy for company's entire product portfolio, from day 0 ideation through scale.
- Hired, led & developed high performing, high EQ teams around product, engineering, marketing, & content. Experienced 0 employee turnover in 5 years.
- Our best-in-class product was adopted by major financial institutions, including JP Morgan Chase, Ally Financial and LPL Financial.

DIRECTOR OF MARKETING Redstar Media / Redstar Ventures | Cambridge, MA | July 2012 - Dec. 2017

Redstar Media produced cutting edge live music & technology events as interactive content, broadcasting live to global audiences via social media.

- Led the development of branded web series, marketed video content to online audiences, and developed interactive web tools for online audiences.
- Owned product roadmap for all digital touch points, and co-developed Emmy-Award-winning interactive content series.

DIRECTOR OF CONCERT MARKETING & PROMOTIONS Madison Square Garden Entertainment | Boston, MA | 2008 - 2012

Citi Performance Arts Center is a world-class historical downtown theatre hosting a wide range of big-ticket entertainment events.

- Designed and implemented integrated regional marketing campaigns for national touring artists promoted by Madison Square Garden Entertainment.
- Led all traditional + digital marketing, promotions and sponsorship for visiting concert promoters including AEG, Live Nation & Bowery Presents.

VICE PRESIDENT, MARKETING Instant Live Concerts / Live Nation Entertainment | Boston, MA | 2003 - 2005

Instant Live Concerts was the first business to offer fans "instant" live concert CDs of the concert they had just seen, before they leave the venue.

- As third hire, led all marketing, digital and physical product activity for Instant Live. Designed brand, e-commerce portal, & physical product.
- Implemented worldwide distribution of live recordings as an independent record label. Facilitated tours with KISS, The Allman Brothers, many more.

PRODUCT MANAGER go2 Media | Boston, MA | 2006 - 2008

Identified and implemented mobile product opportunities to increase engagement among millions of users.

PROJECT MANAGER BzzAgent | Boston, MA | 2005 - 2006

Project managed word-of-mouth marketing campaigns for major brand clients including Unilever, Anheuser Busch, Hershey Co. Car & Driver, & more.

EDUCATION

BA, ENGLISH University of New Hampshire, Durham | 2004

Focus in journalism & creative writing. 2 years as Director of Production for student-run concert agency promoting large concert events on campus.

PERSONAL

Enjoy technology, enthusiast driving, travel and photography.

Voted "Most Eligible Bachelor", Improper Bostonian Magazine.