

Mayur Jobanputra

Web3 EiR / Startup Founder / Product Manager / Engineer

Profile

With over 20 years in the Technology industry, I am an experienced Tech Entrepreneur, Founder, and Advisor with a diverse background in Product, Marketing, Engineering, and Leadership.

What they said:

"...extremely skilled at identifying obstacles to product development, and engaging key stakeholders"

"...an incredibly perceptive and smart manager. Very keen and a team player, he foresees potential issues and right away starts acting to find solutions. "

Work

Founder at TheBookmarkBot.com

August 2023 - Present

I'm driving the strategic direction and development of 'The Bookmark Bot,' an app that helps X Power users enhance their Twitter/X experience. I'm leading a team of Developer and Designer in defining how users engage with Twitter/X by providing an app to save, organize, and optimize their Twitter/X bookmarks.

Founder at BuidlersDAO.org

Nov 2022 - Jan 2023

I built BuidlersDAO.org to support Web3 founders with on-call expertise and mentorship. Despite aiming to enroll 100 users on Discord the goal wasn't achieved, leading to the project's conclusion.

Founder at Digital Marketing Agency

2000 - Present

With 20 years in digital marketing, I support Entrepreneurs with Marketing. Some highlights:

- pilsc.org - a non-profit supporting families with pregnancy loss. Achieved 175k pageviews from new launch in late 2020
- sogacademy.com - pregnancy loss coaching program
- pregnancylosshealing.com - marketplace for pregnancy coaches
- tinyfootprintsgala.ca - microsite for a yearly flagship event

EiR (Entrepreneur in Residence) at NEAR Protocol

Jan 2022 - Mar 2022

Hired as an Entrepreneur in Residence (EiR) for NEAR Protocol, a leading web 3.0 blockchain.

- Launched Product-shaping-as-service guild to enhance the product ecosystem (mayur.ca/psaas)
- Recruited 10+ designers, developers, and product leads

Startup Advisor at BlockbusterDAO and RocketBUSD

Nov 2021 - Jan 2022

- Setup communication and team infrastructure for core teams
- Scouted and on-boarded Project and Community Managers
- Provided leadership and product guidance to team members

Technical Product Manager at Kater Ride Sharing

Jul 2019 - Mar 2020

Kater is a ride-sharing startup challenging Uber. As a Product Manager I collaborated across the startup to achieve positive change.

- Owned requirements for 20+ releases to B2C and B2B users
- Created user stories with clear definitions, scope, and acceptance criteria for features
- Improved TDD/BDD efforts to increase velocity and product quality
- Mentored a team of 8 transitioning from QA to part-time feature owners
- Recruited 3 employees from Lighthouse Labs for engineering and product roles
- Participated in sprint planning and reviews

Technical Writer at Kater Ride Sharing

Apr 2019 - June 2019

- Documented a complex, event-modeling back-end to reduce onboarding for Engineering hires.
- Led our SRED (gov tech credits) project requiring consolidation of 3k+ tickets out of Jira and Trello
- Managed a remote Business Analyst that helped with SRED/SR&ED reporting

For a full length resume, see <https://mayur.ca/longcv>