

# MIKE KNAPP

mike@mikeknapp.xyz | www.mikeknapp.xyz | Sydney, Australia

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## PRODUCT MANAGER, SOFTWARE ENGINEER, CREATIVE TECHNOLOGIST

Dynamic and accomplished product leader with over 20 years of experience driving innovation. From inventing Gmail's "Did you forget to attach?" feature to co-founding products like Task Mate at Google and Shoes of Prey, I excel at crafting visionary strategies, scaling global products, and delivering impactful customer-centric solutions. Extensive expertise in AI, cross-functional leadership, and market expansion. Passionate about scaling transformative products.

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## WORK EXPERIENCE

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| <b>Founder, Mottle</b>   | <b>2022 - Present</b> |
| <ul style="list-style-type: none"><li>Building a number of innovative AI tools and experiments, including:<ul style="list-style-type: none"><li>A generative AI-powered chatbot platform for personalized customer support.</li><li>A robotic journalist using LLMs to automate content creation.</li><li>A semi-automated YouTube channel leveraging AI for scalable video production.</li></ul></li><li>Delivered workshops &amp; keynotes to C-suite executives on the business impact of AI.</li></ul> |                       |
| <b>Senior Product Manager, Google (Next Billion Users)</b>   | <b>2018 - 2022</b>    |
| <ul style="list-style-type: none"><li>Co-founded and launched a new Google product: <i>Task Mate</i>, a micro-payment crowdsourcing platform, in India, Kenya and Mexico.</li><li>Managed a cross-functional team of 50 engineers, designers, GTM and Ops.</li><li>Undertook in-depth user research in India, Indonesia, Kenya, Mexico &amp; Brazil.</li></ul>   |                       |
| <b>Co-founder/CTO, Shoes of Prey</b>   | <b>2009 - 2016</b>    |
| <ul style="list-style-type: none"><li>Pioneered a custom shoe design platform, raising A\$35m and scaling to 200 people.</li><li>Designed and implemented technical systems integrating with major partners like Nordstrom and Stripe.</li><li>Established and scaled a factory in China (while living there for three years), achieving seamless integration with global logistics.</li><li>Delivered customer-centric engineering solutions, enabling rapid product innovation.</li></ul>                |                       |
| <b>Software Engineer, Google</b>   | <b>2005 - 2009</b>    |
| <ul style="list-style-type: none"><li>Invented an early CRM for Google Ads, leading a team of five engineers.</li><li>Wrote early design proposal for Google Lens whilst living in Shanghai for 6 months.</li><li>Invented the "Did you forget to attach?" Gmail feature, impacting millions of users.</li><li>Developed interactive experiences for Google Reader and internal tools.</li><li>Proactively built and maintained internal tools for various teams.</li></ul>                                |                       |
| <b>Entrepreneur In Residence, muru-D (Telstra)</b>   | <b>2017 - 2018</b>    |
| <ul style="list-style-type: none"><li>Mentored 10 early-stage startups, focusing on product innovation.</li></ul>  |                       |
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<b>EDUCATION</b>	<b>BSc (Computer Science) &amp; LLB (Hons.)</b>	University of Queensland
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## KEY SKILLS

- Product Leadership:** Driving product strategy and execution in complex, fast-paced environments.
- AI Expertise:** Building AI applications, including LLMs, generative AI, and custom AI models.
- Market Scaling:** Scaling products across global and APAC markets.
- Cross-Functional Collaboration:** Leading diverse teams across Legal, Biz Ops, and GTM functions.
- Customer-Centric Solutions:** Delivering user-driven enterprise and consumer products.