



Michael Paris

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Product Management and Design Leader with 7+ years of experience building and scaling technical solutions and businesses with a user focused and data-driven approach. Spearheaded product strategy, development, and growth to launch impactful products in Blockchain, Gaming, AdTech and AI related fields. Successful founder having led and built a team and business to a successful startup acquisition, Forbes 30 under 30 Honoree, Techstars alum.

skills

Creative Skills

Product Management, Agile Development, Product Strategy, Go-to-market Strategy, Business Development, Roadmapping, Product Marketing, Analytics, Content Creation, Competitive Landscaping, Leadership, Team Building, Brand Development, UI/UX Design, Wireframing

Tools and Software

SQL, Jira, Confluence, Notion, Asana, Mixpanel, Google Analytics, Miro, Figma, Photoshop CC, Illustrator CC, InDesign CC, HTML, CSS

accomplishments

Forbes 30 Under 30

Honored in the Games Category

Paul Leibowitz Award

Outstanding Communications and Digital Design

Techstars

Founder, Atlanta Accelerator

ACC InVenture Prize

Finalist, Represented Syracuse University

education

Communications Design, BFA

Syracuse University, College of Visual & Performing Arts
Honors: cum laude

SU London Program

Syracuse University, London

experience

Everyrealm, New York, NY

SVP of Product

December 2023 – Present

Head of Bedlam, Product Director

January 2023 – December 2023

Product Manager

January 2022 – January 2023

Everyrealm is a technology and infrastructure company that develops innovative solutions for avid social gamers, with offerings across a variety of categories including identity, ranking, relationships, and events. Everyrealm also publishes community-driven video game titles and manages three venture-style investment funds that invest in related businesses and technologies. Division of Republic, backed by Andreessen Horowitz and Coinbase (\$60M Series A).

Primary business and product lead for 5 of Everyrealm's portfolio and joint venture products, generating over \$2.8M in revenue to date.

Led & executed launches on core gaming, identity, and blockchain products, including Bedlam - a social gamer identity and discovery technology solution, and Otherworld, a crypto-based casino powered by a rewarded ads protocol.

Manage a team of 30 XFN in design, engineering, and marketing to successfully launch multiple B2C/B2B solutions resulting in a 150% increase in user retention.

Define and own strategy, product roadmaps, UX, and functionality requirements for consumer and enterprise gaming and crypto web and mobile applications.

Introduced and implemented core agile frameworks to the product team, including scrum, user stories, and epics, resulting in a 35% increase in team productivity for a team of 60+ employees.

Powerspike - Acquired by Live Current Media, New York, NY

Co-Founder, VP of Product - Now an Advisor

July 2015 – December 2021

Co-founded Powerspike, an AI-driven influencer marketing exchange built for the gaming space, acquired by Live Current Media (OTC: LIVC) in 2022. Powerspike's technology enables creators and brands to collaborate for branded content and in-stream advertisements, programmatically. The process takes 4 minutes or less, and saves the average brand over 150+ hours of work. Powerspike raised \$5M+ in private VC prior to acquisition. In 2021, my co-founders and I were honored in the Forbes 30 Under 30 2021.

Served as a key stakeholder & VP, collaborating with other executives to set & communicate business and product strategy.

Led a team of 27 XFN to launch a creator marketplace, and talent agency CRM that reached 80,000+ MAU's and hosted \$1M+ budget brand campaigns with clients including Verizon and Intuit Turbo Tax amongst others.

Defined and managed strategy, product roadmap, and functionality requirements on on new features and/or products.

Built analytics dashboards to collect & organize user feedback and insights, and conducted research on industry & market trends to inform product/UX decision-making.

Gamers League, London, UK

Creative Director

April 2014 – July 2015

Lead of the creative team. Developed the brand's identity and directed creative & production for a game education platform and live Esports events that regularly reached 10,000+ concurrent viewers.