

DAN GROVER

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EXPERIENCE

Product Manager, Messenger Platform, Facebook Menlo Park, CA Jul. 2016 – present

- As a PM on the Business and Platform team, focused on adapting the then-nascent bot platform to actual business and user problems. Grew active users by over 20X via multiple efforts.
- Responsible for a redesigned menu system for bots, sharing features for enabling virality, enhancements to the webview, the Chat Extensions feature, m.me shortlinks, parametric QR codes, phone number matching, and optimizing other entry points for entering threads with businesses. Worked closely with teams at Apple Music and Spotify to launch music sharing features using the platform.

Product Manager, WeChat, Tencent Guangzhou, China Aug. 2014 – Jul. 2016

- As member of core product team, worked on several new products and features. Those publicly shipped include Sight videos (小视频), the Apple Watch app, 3D Touch support, a redo of the app's sounds, version 2.0 of the Mac OS X client, the international expansion of Wallet feature, and the international expansion of the Official Account platform.

Product Strategy Manager, WeChat, Tencent Palo Alto, CA Jan. 2014 – Aug. 2014

- Adapted and localized WeChat to the US and other markets. Coordinating with the main Analytics and Growth team, pitched and implemented several enhancements to improve the overseas user experience. Educated and assisted US partners on integrating with WeChat.

Product Manager, Udacity Mountain View, CA Aug. 2012 – May 2013

- Responsible for design and development of an initiative that would have opened up teaching on Udacity's open course platform to everyone. Its main component was an iPad app that streamlined recording of interactive, animated lectures and helped instructors refine their courses in response to student metrics. It was canceled close to launch after a management change

Director, Music Technology, Steinway & Sons New York, NY Aug. 2010 – Jan. 2012

- Transitioned Etude (see below) to Steinway after acquisition. Hired and managed a small team of engineers and designers to produce a much-improved v2.0 featuring a new music store with licensed content. It was well-received, featured in Apple ads and on the App Store.
- Coordinated with several large music publishers, developed an asset management system and workflow for converting, re-engraving, publishing, and selling their music content.

Founder, Wonder Warp Software, Boston and San Francisco June 2005 – Aug. 2010

- Created and launched Etude, a sheet music reader/piano learning app for the iPad. It was featured several times on the App Store, as well as in *WIRED* and *Gizmodo*. It was acquired in late 2010 by Steinway & Sons.
- Created ShoveBox, a notebook for Mac and iOS featuring syncing and programmable workflows. It was profitable and won a 4/5 review from *Macworld*.

Intern, uLocate Communications (now eBay) Boston, MA Jan. 2008 – Aug 2008

- Developed iOS version of WHERE, an early platform for location-based services. Built a custom tiled map control (pre-MapKit). Launched on day 1 of App Store.

Intern, US Army Corps of Engineers Hanover, NH May 2004 - Sept 2005

- Worked after school and summers at the Cold Regions Research and Engineering Lab's Remote Sensing/GIS Center, developing a GIS data cataloging tool.

WRITING & PROFESSIONAL ACTIVITIES

“Bots Won't Replace Apps, Better Apps Will Replace Apps”: Posited that the expansive nature of messaging apps in Asia have nothing to do with conversational UI or bots and instead have built their platforms by patching other gaps in smartphone OSes and the app model to streamline everyday tasks.

“Chinese Mobile UI Trends”: Wrote oft-cited series of essays on differences in product design between East and West. They have been translated to 3 languages.

PATENTS

“Bots for Groups, Music, and Message Threads”, 2017, 62/486,115. Describes the Chat Extensions feature, which allows web apps to operate with social context inside Messenger group chats.

“Integrated Music Files”, 2011, 13/537,366. Describes sheet music data conversion and engraving process invented for Etude.

LANGUAGES

English (native), Mandarin Chinese (HSK5 level)

EDUCATION

Northeastern University, Boston, MA
Major concentration in Computer Science.

September 2006 - December 2008