



# James Koole

Product Manager

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## Summary

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I'm currently the Product Manager for Hover.com, a leading domain name registrar, where we help anyone take the next step in turning their passion into reality with a domain name. I lead a team of developers and designers through constant iteration to improve the experience for our customers whether they are Internet experts or first-time domain owners. We make it as easy as possible to establish an online presence starting with a domain name.

### *Highlights:*

- ◇ Six years as Product Manager for Hover, a leading retail domain name registration and management platform used by hundreds of thousands of customers around the world to manage more than a million domain names and other services.
- ◇ Well over a decade in the domain name industry across multiple roles from marketing and communication to customer experience and product for both B2B and B2C brands.
- ◇ Well-rounded writer and effective communicator with extensive experience in print, online journalism and radio/tv production.

## Work Experience

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### **Product Manager**

#### **Hover (a division of Tucows)**

July 2013 – present

Leads product for Hover, the retail domain name registration division of Tucows. I'm responsible for all aspects of product strategy including short- and long-term roadmaps as well as vendor and technical partner relationships. I'm fully versed in the Kanban agile development methodology and Jira software and work with a small team of developers and designers.

### *Key accomplishments:*

- ◇ Completed a full redesign of all customer-facing pages of Hover including marketing, domain search, shopping cart and checkout.
- ◇ Undertook a complete rebuild and re-architecture of our customer dashboard and domain management tools including innovative one-click DNS connection features and tools for both power users and novices alike.
- ◇ Transitioned Hover to a new payment processor (Braintree) including the migration of billing information for hundreds of thousands of existing customers, integration of new anti-fraud tools, and the addition of new payment methods including PayPal and Apple Pay.
- ◇ Envisioned and built out a Partner Platform including APIs, that enables functional hosting services and traditional hosting provider to more easily integrate domain registration and management into their service as a way to provide increased customer value.
- ◇ Increased customers from 170,000 to 340,000 and domains under management from 480,000 to over 1.1 million. Grew revenue from \$10M to \$21M.

**Customer Experience Lead  
Turows**  
June 2012 – July 2013

Handled customer experience for both OpenSRS and Ting Mobile, including creating and setting up internal systems to facilitate improved customer service outcomes.

*Key accomplishments:*

- ◇ Was part of the Customer Service Operations team to evaluate, test and deploy customer service tools including Zendesk across multiple customer support teams.
- ◇ Worked directly with a highly engaged group of ambassador customers to beta test and gather feedback on new features.

**Communications Lead  
OpenSRS/Turows**  
April 2007 – June 2012

Managed all aspects of marketing and communications for OpenSRS, the wholesale domain name division of Turows. Responsibilities included writing and managing email communications for resellers, creating and revising marketing deliverables, organizing and attending trade shows, and managing PR and Investor Relations.

*Key accomplishments:*

- ◇ Managed the communications plan for a migration of thousands of resellers and millions of end users to a new email platform including all reseller communications and end-user microsites and guides.
- ◇ Built and maintained system status sites for all Turows brands and managed all crisis communications.

## Previous Work Experience

**Audio Editor**, 680News, 2006 – 2007

**Film Transfer Technician**, Deluxe, 2004 – 2006

**Technical Supervisor**, Magnetic North Post-Production, 1997 – 2003

**Video Technician**, International Image Services Inc., 1993 – 1997

## Education

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**Humber College**, Post-Graduate Diploma (Honours), Journalism, 2005 - 2007

**Mohawk College**, Diploma (Honours), Television Broadcasting, 1990 - 1993

## References

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Available on request