



# JARAD HULL

Chief Product Officer | CX Design | Strategy | PropTech | Growth

## CONTACT INFO

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## EXPERIENCE

Leadership: 15 Years

Design: 25 Years

Technology: 20 Years

## EDUCATION

UVU BS, Marketing

BYU AS, Graphic Design

## SOCIAL MEDIA

[www.linkedin.com/in/jaradhull](https://www.linkedin.com/in/jaradhull)

[instagram.com/jaradhull](https://www.instagram.com/jaradhull)

[www.facebook.com/jarad.hull](https://www.facebook.com/jarad.hull)

## EXPERTISE

DESIGN PRODUCT LEADERSHIP

USER EXPERIENCE SCRUM

STRATEGY RESEARCH

## About Me

I build product, design and development teams. I take products from ideation to launch. I am passionate about balancing product design, innovation, and customer experience.

In my current role, I define and execute product strategy to expand market leadership and drive revenue growth. As I oversee the entire product life cycle, from product vision and strategy to technology development and market launch, I work closely with cross-functional teams to ensure customer satisfaction. I continuously seek opportunities to improve product offerings and enhance the user experience.

## Experience

### 2021 • Chief Product Officer PLACE INC

My main duties as the Chief Product Officer at Place included managing and growing our product teams as well as overseeing product direction. I managed multiple development, design, and product teams. Leading the mobile teams I developed several apps, including a consumer-facing home search app and a mobile CRM. The mobile CRM enabled agents to operate seamlessly from their phones. Goldman Sachs evaluated Brivity and BKCO Real Estate at \$1 billion and invested \$100 million as a result of their merger to form Place.

### 2017 • Vice President of Products Brivity

As Vice President of Products my focus was to ensure the company's overall product strategy. Initially, we had to combine various technology stacks into one operating platform. Following that, we devised an aggressive plan to bring our product up to the level of established competitors. Then, we began to focus on functionality and development in order to differentiate ourselves from the competition. As a result, we went from a 4 million-dollar-a-year company to over 40 million in revenue.

### 2008 • Co-Founder / CEO Bluroof 360

In response to the expanding demand for real estate brokers to have an online presence, I co-founded Bluroof 360. We created online programs that integrated IDX information onto brokers' websites. Our passion was creating uniquely designed websites that aided brokerages in building an online presence, generating leads, and assisting buyers with their home searches. Bluroof merged with Ben Kinney Companies in 2017, creating the Brivity Platform.

### 2002 • Director Online Marketing Nu Skin Enterprises

Responsible for all aspects of marketing the company online. Managed the team of designers, content writers, and photographers. Worked directly with the development team to implement the first online ordering platform, which resulted in 25 million in sales in the first year.