

Contact

www.linkedin.com/in/jackr
(LinkedIn)
www.Bindlesystems.com
(Company)

Top Skills

Product Management
Software Development
Email Marketing

Certifications

Machine Learning Foundations:
Linear Algebra
Machine Learning Foundations:
Statistics
Generative AI for Product Managers

Jack Rosenzweig

Head of Operations at Bindle Systems Inc - A Public Benefit Corporation
Boysds, Maryland, United States

Summary

With more than 30 years of experience in software product management and project management, I am passionate about building and delivering innovative solutions that solve real-world problems and create value for customers and stakeholders. I have a strong background in user interfaces, usability testing, team building, and quality assurance, as well as a keen interest in emerging technologies and their potential applications.

As the Head of Operations at Bindle Systems Inc, a public benefit corporation that leverages verifiable credentials to provide private and portable proof of health, I oversee the integration projects with our large and diverse client base, ranging from health care institutions to entertainment venues. I also manage and maintain multiple codebases for improvements and compatibility, and serve as the primary liaison from development to customer service. My mission is to drive the adoption and awareness of verifiable credentials as a secure and convenient way to verify identity and credentials online, and to support the company's vision of filling one of the remaining holes in the Internet's infrastructure: the lack of an identity layer.

Experience

Bindle Systems Inc - A Public Benefit Corporation
Head Of Operations
May 2021 - Present (3 years 4 months)

Bindle was founded in June 2020 on the premise that an emerging technology - verifiable credentials - could, at long last, fill one of the remaining holes in the Internet's infrastructure: the lack of an identity layer.

Our first application, a COVID-19 "health pass", proved the commercial viability of verifiable credentials while also delivering an essential tool to help reopen the economy: private and portable proof of health.

Hundreds of health care institutions issued vaccination and test credentials on Bindle and hundreds of enterprise customers used Bindle to verify these credentials - including The Chicago Symphony, Dartmouth College, Dead & Company, The Kennedy Center, San Diego State University, and The White House Correspondents Dinner.

Within 18 months of launch, Bindle became the largest private deployment of verifiable credentials in the United States.

We are now expanding the platform to help society navigate the coming explosion of AI-driven misinformation, disinformation, deep fakes, and increasingly sophisticated cyberattacks.

Within the next few years, we believe it will be difficult to know whether you can trust the websites you visit or the texts and emails you receive. Similarly, sites and apps will have a very difficult time discerning humans from bots and "good" bots from "bad" bots.

In this new world, verifiable credentials - specifically "proof of personhood" and "proof of identity" - will be critical in the fight to keep the Internet trustworthy and useful. While it may seem unimaginable today, you will soon be required to constantly prove that you are human and that you are who you claim to be.

We have two offerings:

Our verifiable credential platform (Bindle-branded or white-labeled)

Consulting services - for more customized deployments

Bindle is led by successful serial entrepreneurs who have also held executive product and technology roles at AOL, American Express, Samsung, and Time Warner.

Second Street

14 years 6 months

Triage Ninja & Senior Product Manager

January 2012 - May 2021 (9 years 5 months)

Oversee integration projects with our largest, most vital clients. Manage and maintain multiple codebases for improvements and compatibility.

Serve as primary liaison from development to customer service, triaging all case escalation.

Director of Customer Service

December 2010 - January 2012 (1 year 2 months)

Manage customer support team for Second Street products consisting of UPICKEM contests, Deadline Deals gift cards and coupons sites, eBlastEngine email marketing tools and myCapture photo sharing and sales.

Our customer base includes more than 2000 local media and internet businesses. Including relationships with CBS, Clear Channel, Cox Media Group, McClatchy Interactive, Gray TV, LocalTV LLC, Freedom Communications, Gannett, Interactive One, Saga Communications, Heartland, Lee Enterprises, and Scripps among others.

Product Manager

December 2006 - December 2010 (4 years 1 month)

Manage Upickem, eBlastEngine and MyCapture product lines for Second Street.

Upickem offers online contests mainly targeted for use by media companies. eBlastEngine is a targeted email marketing tool. DeadlineDeals allows for local media companies to grab a slice of the market that Groupon and Living Social are taking.

800+ customers span the media universe from the Chicago Tribune, CBS TV, Clear Channel radio, Gray TV, etc.

94West, LLC

Vice-President, co-founder

January 2006 - October 2010 (4 years 10 months)

94West is a startup effort. Our first product is the Java GUI designer done right, BuoyBuilder™. Our current project is Valet, a great new application launcher that Guy Kawasaki has blogged about. Check them all out at www.94-west.com. I am pretty much responsible for everything but writing code at this point - marketing, web site design, product management, customer support, sales, bottle-washing and beer tasting.

MediaSpan Media Software, Inc.

14 years

Director of Technology

November 2003 - April 2006 (2 years 6 months)

Managed team of product managers, developers and IT staff to produce multiple products, hosted and deployed, for the newspaper industry

IT Director

January 2003 - April 2006 (3 years 4 months)

Oversaw internal IT needs and public facing web hosting efforts. Network security. Managed team of network and IT engineers for 24/7 coverage of mission critical systems.

Senior Product Manager, Online Products

February 2000 - October 2004 (4 years 9 months)

Oversaw multiple product lines across two campuses in Michigan and Florida.

Editorial Product Manager

January 1994 - October 2000 (6 years 10 months)

Managed the IQue Editorial System from its infancy to being installed in more than 1000 newspapers around the globe

Installation and Training Engineer

May 1992 - December 1993 (1 year 8 months)

Ann Arbor, Michigan, United States

Installed and trained desktop publishing systems in more than 30 small to mid-size newspapers around the world. Instructed users in newsroom and classified pagination systems based on QuarkXPress. Guided these papers through the frequently difficult transition to pagination.

Education

Tulane University

BSE, Biomedical Engineering · (1986 - 1990)

Eleanor Roosevelt High School

· (1982 - 1986)