

HÅVARD (HOWARD) RIVEDAL

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PROFESSIONAL EXPERIENCE

DODO STREAM, INC.

San Francisco, CA, / Remote

Co-founder & CPO

Jan 2023 - Present

- Led multi-disciplinary team to design, develop, and launch an online 'share-to-earn' blockchain solution; developed go-to-market strategy for a billion-dollar market segment
- Analyzed data from 1600 weekly active users and used outputs to guide marketing and product strategies; increasing average app engagement by 3x, decrease drop-off rate by 40%, and increased shares on social media by 4x over six months
- Assessed the product portfolio and created a brand turnaround strategy; conducted qualitative interviews and quantitative analysis to determine barriers to purchasing and distribution strategy
- Produced comprehensive pitch decks, used for internal research and financing, on 1) product strategy and 2) raising money
- Spearheaded content distribution expansion into 20+ new territories and markets; resulting in 80% potential sales growth globally

WHITE RABBIT AS

Oslo, Norway

COO

May. 2022 - Dec. 2022

- Managed a cross-functional team of 12 in 6 locations (Spain, Russia, Kenya, Montenegro, France, Norway) to build and launch our web3 consumer focused application to convert pirates into paying customer in the media/streaming industry
- Analyzed fundamental growth drivers via top-down (macro/sector trends, competition) and bottom-up (growth strategy, revenue forecast, cost allocation) approaches
- Secured funding of €100.000 from angel investors, supported successful EU grant of €800.000
- Achieved \$64K reduction in burn rate overspending by establishing metrics and budget controls to improve prioritization of the >\$1M budget
- Led preparation for investor meetings with founder; developed due-diligence materials presented

COO & Product Manager

Aug. 2021 - Apr. 2022

- Led a team of seven to define target customers and go-to-market value proposition and developed 4 pilot experience touchpoints for our launch
- Conducted competitor and pricing analysis for a new set of product features resulting in thousands of end-user installations with a paying conversion rate of 6.3%, averaging a spend of \$12.5 per user over a 16 day test period
- Developed pricing strategy for transactional model service based on geo location by segmenting potential users by behavioral and psychographic attributes from survey data
- Performed financial analysis to evaluate public and private financing alternatives to strengthen our balance sheet

Product Manager

Jun. 2021 - Jul. 2021

- Led a team of three developers to implement and launch access to our backend via our API, within 6 months
- Supported financing of €70.000 from Innovation Norway.
- Implemented >11 software tools for an estimated 20% increase in product- and development efficiency
- Conducted 30+ user-testing focus groups leading to 3 new product features within 3 months.

UNISOT AS

Oslo, Norway

Engineer

May. 2020 - June. 2021

Junior Engineer

Feb. - Apr. 2020

- Analyzed global opportunities for the company's different industry segments for our blockchain based ERP software
- Conducted survey and quantitative analysis to confirm hypothesis on customer sentiment and purchasing trends; results defined future product strategies

- Designed and tested the application and proposed both business and technology solutions to improve process efficiency
- Led customer validation by interviewing 30+ experts in the industry to identify pain points

EVRY (TietoEVRY)

Oslo, Norway

Junior Consultant / Business Developer

Aug. - Dec 2019

- Leveraged evidence-based research methodology (interviews, user shadowing, requirements workshops, surveys and use scenarios), future-focused industry research, and design thinking facilitation techniques to elicit latent user needs
- Facilitated two design thinking workshops for end users to identify use cases and develop business requirements for the use of blockchain technology in the insurance industry
- Interviewed 20+ focus group members to collect product and customer feedback for primary research

EDUCATION

NORWEGIAN UNIVERSITY OF SCIENCE AND TECHNOLOGY (NTNU)

Trondheim, Norway

Master of Science in Marine Technology; Major in Marine Design and Logistics

2013-2019

- Grade for Master's thesis: A

TECHNISCHE UNIVERSITÄT BERLIN (TU BERLIN)

Berlin, Germany

Master of Science in Marine Technology; Major in Marine Design and Logistics

2015-2016

- Completed one-year study abroad with TU Berlin

SKILLS

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|---------------------|---------------------|-----------------------|-----------------|
| • Web3 | • Start-Ups | • Product Management | • Due Diligence |
| • Blockchain | • Entrepreneurship | • Strategy Management | • Operations |
| • Business Strategy | • Marketing & Sales | • Project Planning | • Finance |

OTHER

- Technical Skills: MS Office, AI tools, SQL, Python, Figma, basic programming skills
- Certifications/Courses: SQL Basics, Generative AI, Project Management, Product Management, Finance 101
- Languages: Norwegian (native), English (fluent), German (intermediate).
- Member of the board of directors at Dodo Stream, Inc. • Silicon Valley, CA / Remote • Jan. 2023 - present.
Member of the board of directors at White Rabbit AS • Oslo, Norway / Remote • Sept. 2022 - present
- Accelerator / Incubator: TINC, Innovation Norway • Silicon Valley, CA • Nov. 2022 - Dec. 2022
- Lecturers: Blockchain technology, Innovation Norway • Feb 2020
- Publications: *Blockchain Technology and the Potential for Implementation in Shipping Supply Chains with focus on Vetting* • NTNU Open, BIBSYS • July 2019
- Traveling: Explored parts of the world alone and with people through Africa, Asia, India, Europe, Americas
- Military Service: Navy, Stavanger and Bergen, Norway • Jul. 2011 - Jul. 2012