

Tanner Hearne

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Strategic technology professional with 10 years of experience in developing web, mobile, VR/AR, and other new technologies. Experience leading teams and improving every aspect of running a technology company including engineering, marketing, sales, and finance.

EXPERIENCE

- 2019-Present **INVERSE** Fort Worth, TX
Founder
- Partners with podcasts to increase revenue and social impact. Clients include podcasts in the top 1% of podcasts according to iTunes stats
 - Strengthened customer engagement by 50% through strategic polling, listener interviews, and voting platforms to optimize show content and grow listener base
 - Launched demographic- and geo-targeted podcast advertising to increase revenue by 40%
- 2013-2019 **MUSICBED** Fort Worth, TX
VP of Operations (2018-2019)
- Collaborated with executive team to develop high-level strategies and optimize day-to-day execution. Over a 6 year period, gross revenue grew by 7x and employees from 6 to 50+
 - Streamlined operations between marketing, sales, finance, engineering, and other teams to structure plans for big initiatives including Salesforce CRM deployment, app releases, and marketing campaigns
- Director of Product** (2013 - 2018)
- Recruited and led team of software engineers and UI designers expanding from 2 to 16 members over 5 years
 - Created automated license generation software that reduced the licensing process from days to minutes
 - Launched a profitable film licensing brand (Filmsupply) including designing the app from the ground up
 - Released major updates of web and mobile app products annually
 - Managed an annual product development and design budget of over \$1MM
- 2012-2013 **STEADFAST CREATIVE** Fort Worth, TX
Development Manager
- Developed client marketing websites and apps for desktop and mobile
 - Led the transition from less premium websites to custom options which increased service pricing by 3x
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PROJECTS

- 2013-2018 **LARAVEL DFW MEETUP GROUP**
- Founded a software engineering meetup group in 2013 which now has nearly 300 members
 - Coordinated monthly talks from industry experts and in-person collaborative meetings between members
 - Launched Slack Workspace where members talk daily about development, issues, and job opportunities
- 2018-2019 **SYNCID™ MEDIA CLEARANCE SOFTWARE**
- Co-created SyncID™, an automated Content ID clearance system, that provides a streamlined process to clear copyright claims on YouTube videos in seconds instead of days
 - Read about SyncID™ at musicbed.com/knowledge-base/how-does-syncid-work/160
- 2015-2018 **OPOYO LOCAL NEED BROADCASTING APP**
- Created entire platform from the ground up including design, development, and cloud architecture
 - Revolutionized the way nonprofits communicate needs to the local community reducing response time from donors from hours to minutes
 - Sold Opoyo at the end of 2018 to a company for its core architecture
- 2017-2018 **MUSICBED SUBSCRIPTION BILLING / LICENSING SOFTWARE**
- Architected subscription-based pricing software which grew revenue by over 30%

- Optimized Musicbed's music search tool and payout system for paying artists for subscription revenue

2013-2014 **MARKETPLACE PAYOUT SYSTEMS FINANCIAL SOFTWARE**

- Architected payout system to provide automated monthly payouts to artists which is unique in the industry
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EDUCATION

2012 **THE UNIVERSITY OF TEXAS AT ARLINGTON**

Arlington, TX

Bachelor of Arts in Communication Technology; Minor in Business Administration