

SIMON MARCUS

Product-led tech builder. Data-driven strategic operator. People-focused AI optimist.

Experience

VP of Strategy at Acast, New York / Global 2021 – 2023

Developed business, product, and technology strategy for Acast, the world's largest independent podcast tech company, aligning teams for accountability and building partnerships for long-term success. Following IPO (2021), my remit included business development, competitive disruption, strategic acquisitions, and operational efficiency to grow our digital advertising, SaaS, and subscriptions products.

Led product partnerships and tech integrations with Amazon, Apple, Meta, Spring, TikTok, and YouTube.

Worked with content, sales, and marketing teams to advance adoption of these new products and features.

Director of Product at Acast, New York / Global 2019 - 2020

Spearheaded product development and integration of Pippa cloud hosting and analytics tools, managing cross-functional engineering, design, and business teams, and innovating on novel ad products.

Secured and built product partnership with Patreon, world's largest membership platform in the creator economy, for Acast to be sole provider of podcasts. Designed API and UI for Patreon/Acast tool.

Led corporate transaction to acquire and integrate venture-backed company Radio Public.

CEO and Cofounder at Pippa, New York / Global 2016 - 2019

2016: Founded Pippa, tech startup making podcasts simpler, smarter, and more profitable.

2017: Sourced and led founding team through Techstars accelerator; iterated on product and customer segmentation based on user feedback; raised seed capital from institutional investors and angels.

2018: Built SaaS hosting and analytics platform for podcasts into a thriving flywheel business; product-market fit led to sustained MRR expansion and profitability within six months.

2019: Led Pippa's acquisition through legal processes, due diligence and corporate restructuring. Sold Pippa to Acast, the world's largest independent podcast technology company; joined as Director of Product.

Product Manager at DocDelta, New York 2015 - 2016

Employee #1 at health-tech startup DocDelta. Developed business, product, and go-to-market strategy.

Program Manager at Clinton Global Initiative, New York 2015

Researched and developed content for CGI America. Drafted memoranda for Pres. Clinton and associates.

Intelligence Consultant at K2 Intelligence, New York / London 2014

Provided intelligence and analysis and delivered advisory reports for K2 Intelligence.

Editorial and Analytics Consultant at TED Conferences, New York 2013 - 2014

Wrote, researched, and developed TED content for video, web, and social media. Reviewed content and developed misinformation compliance guidelines. Deployed Google Analytics and in-house software to gauge and improve user engagement.

Current AI Builds

Ongoing software development exploring business and education applications for responsible AI.

[needthat.app](#)

The "AppStore" for AI apps.
Discover, review, and share the best GPTs and AI apps. [Learn more.](#)

[.to](#) – Hotlink

Web SaaS. Helping humans share better with the worlds shortest and most memorable URL: [.to](#)

Only Humean

Proof-of-concept AI chatbot trained on the work of David Hume, using Langchain and OpenAI's GPT-4.

Education

AWS Certified Cloud Practitioner AWS# 7P2B4MR24NRQ1SK2 2023

Amazon Web Services cloud infrastructure, products, security and compliance, cost management, scaling

CFA Level I, CFA Institute Passed, CFA ID: 7257852 2015

Corporate Finance, Economics, Financial Reporting and Analysis, Quantitative Methods, Alternative Investments, Derivatives, Equity Investments, Fixed Income, Portfolio Management.

M.A. Philosophy, New York University 2010 - 2013

Logic, Set Theory, Mathematics, Metaphysics, Epistemology, Ethics.

Awards: NYU Arts & Science Scholarship; Oppenheimer Scholarship; FirstRand Dippenaar Scholarship

B.A. Philosophy, English, Economics, Uni. of the Witwatersrand, Johannesburg 2004 - 2009

Philosophy, English, Computational Math, Economics, Statistics. Graduated with distinction.

Technical

TypeScript, JS, Node.js, Next.js, React, Python, git, SQL, XML, AWS, DNS, ffmpeg, Google Analytics, Figma