

# STEVE KRENGEL

## Senior Product Leader

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In every venture I've led, I've focused on solving complex challenges through innovation and adaptability. I've experienced both successes and setbacks, learning valuable lessons about scaling businesses, adapting to market changes, and pivoting when necessary. I've racked servers, conceptualized marketing campaigns, developed on the front-end, developed on the back-end, created video training, developed membership platforms, spearheaded SEO, built CAD libraries, led tech support, developed video games, built no-code websites, built full code websites, designed physical products, created brands, and more. For the resource-constrained company, I'm a force multiplier.

## WORK EXPERIENCE:

### LucyJupiter.com - Personal Project (March 2024 - Present)

- Conceptualized and developed a revolutionary new tool to teach kids to type
- Built an online game enabling single player, family, or group competition
- Architected micro-SaaS platform utilizing Webflow, Memberstack, and Unity Cloud
- Conceived and developed brand identity matching the game's lighthearted nature
- Designed game elements using Figma, Adobe Suite, and MidJourney
- Developed core game functionality using Unity game engine
- Actively building Instagram, YouTube, and affiliate marketing tools

### K&B Global Partners - Product Manager (October 24 - February 25)

- Leading development and implementation of KABS ERP platform, driving system-wide enhancements
- Spearheading technical integrations using Python and JavaScript for virtual showrooms and LiDAR measurement applications
- Orchestrating platform expansion with no-code website builder, eCommerce, and marketing automation tools
- Executing brand redesign strategy aligned with new ERP platform and website launch

### Kitchens.com - Founder & President (2005-2023)

- Built and scaled largest online kitchen design publication in U.S., reaching peak traffic of 60M page views and 5M yearly visitors
- Managed advertising programs for global brands including Whirlpool, Electrolux, LG, Benjamin Moore, Lumber Liquidators
- Developed relationships with major agencies including Publicis and Digitas
- Created custom, integrated advertising campaigns, generating multiple \$300K+ contracts
- Led cross-functional teams (UX, editorial, video, 3D) in developing innovative

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## BUSINESS SKILLS

Marketing & Branding  
Advertising  
Strategic Planning  
Social Media Marketing  
Google Ad Manager  
Google Analytics  
Odoo ERP  
Power BI  
Product Management  
Project Management

## DESIGN & MEDIA

Graphic Design  
HTML/CSS/SASS  
Unity Game Engine  
Adobe Suite & XD  
Figma  
Webflow  
Audio/Video  
Davinci Resolve  
CAD/Blender

## TECHNICAL SKILLS

Python/Django/Flask  
C#/Unity  
JavaScript  
PostgreSQL  
Heroku  
AWS

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## WORK EXPERIENCE (continued):

mixed-media content

- Successfully negotiated acquisition of premium domains kitchens.com and cabinets.com
- Led platform rebuild using Adobe XD, Python, Flask, JavaScript and PostgreSQL, enabling designer/contractor marketplace
- Implemented automated B2B outreach system integrating Agile CRM, RingCentral, and MailChimp
- Developed comprehensive brand identity aligned with marketplace strategy
- Created complete onboarding system including scripting, voiceover, and video production
- Initiated development of AI-powered 3D rendering system for kitchen design visualization
- Navigated significant market shifts through strategic repositioning and technology modernization
- Developed pitch decks and engaged VC's and Angel investors

### Yowel - Inventor & Product Launch Manager (2020 - 2022)

- Conceived and patented first reusable towel dispenser for home use
- Led complete product development cycle from concept through successful crowdfunding
- Designed initial prototypes and concepts using CAD
- Built and managed in-house 3D printer farm, optimizing prototyping process
- Created investor materials leading to \$200K in secured funding
- Managed industrial design and marketing firm relationships
- Co-led successful Kickstarter campaign generating \$100K+ in pre-sales

### WorldView Technologies, Inc. - President (1996-2005)

- Founded pioneering website design firm for kitchen & bath industry
- Built strategic relationships with cabinet manufacturers for dealer acquisition
- Developed systematic approach to client onboarding
- Architected complete technical infrastructure including DNS, web, and mail servers
- Built and managed cross-functional team of developers, designers, and sales staff
- Scaled business to over 800 active clients

## EDUCATION & AWARDS

Northeastern University | Boston, MA | Finance & Marketing

Top 50 Innovators by Kitchen & Bath Design News Magazine

World of Wipes Innovation Award Finalist

## WORK PORTFOLIO

For further details please visit [stevekrenzel.com](http://stevekrenzel.com)