

Dean Kroker

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I'm a **hands-on product leader, designer, and engineer** with 15 years building startups (2 exits) and leading at scale (Microsoft Azure, 10M+ MAUs). I thrive at the intersection of 0→1→N vision and high-impact execution. I've managed cross-functional teams of up to 15 across product, design, and engineering. As President of a global non-profit, I've helped over 20,000 entrepreneurs build companies and careers they love. Outside of work, I'm into guitar, gymnastics, hot yoga, cycling, and tennis.

Experience

CEO + Founder @ Outpost

Oct 2024 – Present

- Led product, design, and eng for AI-powered marketplace used by 30,000+ users.
- Owned end-to-end product strategy—including an AI agent that scopes and prices projects.
- Achieved #1 Product of the Day on Product Hunt. Visit: outpost.chat

Principal @ Western Hemlock

Apr 2023 – Present

- Founded and lead a 7-person product collective serving mid-sized companies.
- Served as interim CPO, managing a 25-person cross-functional org.
- Drove \$700K in ARR within 90 days through org design and GTM execution.

Founder, Product & Design @ SPRK

Apr 2023 – Jan 2025

- Founded a product studio that launched 5 consumer iOS apps with 10,000+ downloads in under a year.
- Achieved 60% retention by 3 active communities today.
- Learned SwiftUI and led design and development. Portfolio: dean.coffee

Product Lead @ Microsoft

Sep 2020 – Apr 2023

- Spearheaded a \$500M projected revenue initiative to simplify how customers deploy cloud solutions.
- Redesigned onboarding and connection flows, cutting support costs by 70% over 2 years.
- Led cross-functional delivery across 60+ engineers, designers, and researchers.
- Owned experiences used by 10M+ monthly active users. Promoted 3 times in 2 years.

Head of Growth @ Capax Global (acq: Hitachi Solutions)

Jun 2016 – Aug 2020

- Joined as 6th employee contributed across product, data, and growth.
- Built and led cross-functional teams of 5–60 across design, engineering, and marketing.
- Developed a data movement product that drove 70% of company revenue by 2019 and did \$7M in revenue within 12 months.
- Opened 4 offices and hired 60+ engineers.

CEO + Founder @ Endless Tone

Mar 2013 – May 2018

- Founded a price comparison tool for musical instruments.
- Launched a data-driven web app, raised seed funding, and grew a team to 6 engineers.

CEO + Founder @ Whitemarsh Technology

Jan 2009 – Mar 2013

- Founded, grew, and sold business, a local 'Geek Squad'-style IT service in Philadelphia, with 8 employees.

Education

B.S. Computer Science & Business (Dean's List)

Lehigh University

Hard Skills

Figma (advanced), Framer, SwiftUI, Next.js, Supabase, Firestore, Stripe, Azure, .NET (C#, SQL), PostHog, Datadog, Clerk, Linear, Cursor, BAML, Resend