

MICHAEL JORDAN

CO-FOUNDER & CHIEF PRODUCT OFFICER — ALT SPORTS DATA

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Product executive and four-time founder who turns alternative sports into data businesses. Sixteen years from a self-taught fantasy-surfing startup (acquired), through the first digitized database for professional surfing (acquired), a broadcast-grade real-time scoring platform for a global league, and a funded restaurant-tech venture — to co-founding **ALT Sports Data**, where surfing, action and combat sports become official data and regulated betting markets for the world's leading sportsbooks. Known for zero-to-one execution, building and leading teams, revenue-generating pivots, and shipping complex platforms on time and under budget.

EXPERIENCE

Co-founder & Chief Product Officer · ALT Sports Data, Santa Monica / Carlsbad, CA

2021 – PRESENT

Co-founded the data and trading platform for emerging and alternative sports. Own product end to end: proprietary real-time data infrastructure, betting-market modeling and trading platform, official league data feeds, and the roadmap that takes a niche sport from no markets to live, regulated wagering.

- ▶ Built the product organization and platform from zero as a founding executive.
- ▶ Secured 17 official league data-rights agreements and 35+ commercial partnerships across alternative and action sports.
- ▶ Established distribution partnerships with leading regulated sportsbooks, including DraftKings and FanDuel.
- ▶ Raised more than \$10M in institutional funding alongside co-founders to scale the platform.

Vice President of Product · Apollo Health Products, Santa Monica, CA

FEB 2021 – 2022

Led a 12-person remote product team (11 engineers, 1 designer) for a telemedicine pharmacy platform; owned roadmap, feature prioritization, HIPAA/PII compliance, and growth marketing, reporting to the ownership team.

- ▶ Shipped a ground-up telehealth platform integrated with a clinician network — under budget, in six months.
- ▶ Drove subscriptions from 0 to 1,000 customers within 30 days of launching the digital marketing program.
- ▶ Expanded operations from 7 to 38 states by assessing the legal landscape and adapting the product.
- ▶ Maximized customer care while reducing headcount via a bottom-up customer service system.

Founder · Order For Me, Santa Monica, CA

JAN 2018 – FEB 2021

Founded an in-restaurant mobile ordering platform; built and led a 17-member team and created API integrations to distribute menus and order data across partners.

- ▶ Raised \$400K in investment; expanded into the New York and Atlanta markets.
- ▶ Grew restaurant partners from 6 to 100+ by leaning into COVID-era contactless dining.
- ▶ Created the first product to pair QR-code menus with pay-by-smartphone at the table.

Digital Product Manager · World Surf League, Santa Monica, CA

JAN 2016 – SEP 2019

Joined via the Fantasurf acquisition; product work spanned the whole sport — historic data, live scoring, fan games, fantasy, and broadcast integration across web, iOS/Android, tvOS and wearables.

- ▶ Led Beach Data Layer, a new API-driven real-time scoring system, from business case to launch — aligned 25+ global stakeholders across five countries and shipped in seven regions, on time and under budget.
- ▶ Created Deep Stats, the league's branded historical and matchup metrics, across web, iOS, Android and tvOS.
- ▶ Conceived and shipped Heat Picks, the league's first fan-to-broadcast integration, piping live fan votes into broadcast graphics.
- ▶ Drove replay and live-UI enhancements for fans; owned fantasy sponsorship structures and international prize-game compliance.

Founder · Surf Stats, San Diego, CA

MAY 2014 – JAN 2016

- ▶ Created the world's first database for professional surfing by manually digitizing thousands of results; built predictive analytics more accurate than the sportsbooks.
- ▶ Tripled revenue with a tiered subscription model; inducted into the Fantasy Sports Writers Association; sold to a private buyer in 2016.

Founder · Fantasurf, New York, NY

JUL 2010 – JAN 2016

- ▶ Built a cash-prize fantasy-surfing platform from zero; doubled revenue by pivoting from advertising to a cash-entry model with international geo-fencing compliance.
- ▶ Runner-up, Fantasy Sports Trade Association New Product of the Year; sold to the World Surf League in an acquisition-hire.

LEADERSHIP & EXPERTISE

Product Strategy & Vision · Zero-to-One Execution · Real-Time Data Products · Sports Betting & Gaming Compliance · Fundraising & Investor Relations · Team Building & Leadership · Growth & Monetization · Predictive Analytics · UX & Prototyping · Partnerships & Data Rights

EDUCATION

Bachelor of Arts in Design & Illustration — Adelphi University, Garden City, NY · Fine Arts coursework — University of San Diego