

CAITLIN HA FER

+353 83.062.5356 | caitlin@what-the-hack.solutions | Irish & American Citizen

Introduction

I have worked in product development and management for the past 15 years. Throughout that time the product has shifted dramatically from dance performances to installation video art to SaaS data management to user management and communication platforms. The through line in my career has been providing customers with the best experience possible. I have worked with companies who are just starting to discover their customers to find the core of what their customers want and the best pathway to fulfill that desire.

Experience

CEO & Co-Founder – What The Hack Ltd

Dublin, Ireland | 2020 – Present

Hubspot | Airtable | Adobe Cloud | Figma

- Led development of EdTech product HedgeHog Financial Wellness from concept to first customer, piloting with 500+ students.
- Delivered product and business development training for:
 - C Accelerator (in coordination with schools across Europe)
 - INGENIUM University Group
 - UCD
 - TU Dublin
 - IADT
 - EM Normandie
 - Godolphin Flying Start
 - Enterprise Ireland's New Frontiers, and more
- Supported business owners in market research, MVP and Version 1 product development, piloting, and go-to-market strategies.
- Ran 2020's first fully online hackathons and have since developed hackathon style workshops for arts students, non-profit banks, food suppliers, and other industries
- Managed 100+ global hackathons focused on cybersecurity, sustainability, marketing and more enhancing skills of 1,000+ participants in problem-solving and business development.

Head of Product & Digital – Hibernia Private

Dublin, Ireland | 2021 – 2023

Azure | Google AdWords | Google Analytics | Figma

- Brought a variety of products from idea to Version 1, leading end-to-end product lifecycle, integrating user feedback for iterative improvements and devising go-to-market strategies for products in advertising and hospitality tech sectors.
- Delivered market research and Version 1 for youth soccer team communication platform TeamTaca's successful version 1 launch
- Delivered market research and prototype for youth health education platform
- Managed offshore development team by overseeing daily stand-ups, coordinating product development, and integrating user feedback.

Marketing Lead – Zero Latency, Dublin

Dublin, Ireland | 2019 – 2020

Google AdWords | Google Analytics | Meta Ads

- Achieved 10x reduction in customer acquisition costs through data-driven marketing campaigns targeting new market segments.
- Collaborated with Australian headquarters on research projects to match product offerings with market needs from user data.

Choreographer & Producer – The Dance Lens

Global | 2011 – 2019

Adobe Creative Suite

- Directed and coordinated performances across regions including San Francisco, Europe, and The Middle East.
- Managed disparate and diverse teams with little resources to deliver quarterly live performances
- Received funding and/or residencies from:
 - Dancers' Group San Francisco
 - Dance House Jerusalem
 - ODC Theater, San Francisco
 - The Garage, San Francisco and more
- My work as a producer built on my undergraduate research examining how artists can best communicate their message through adjustments in performance location, framing, and marketing.

Education

EMBA – Cambridge, Judge Business School

Currently studying – expected graduation 2027

Currently studying part time in the EMBA program at Cambridge Judge Business School. This program provides structure to existing on-the-ground learnings while expanding repertoire of skills and tools.

MsC, Digital Marketing Strategy – Trinity College Dublin

Graduated 2019

During the degree, collaborated with various small businesses to devise digital marketing strategies and content. Focused on analytical aspects to refine existing and new marketing strategies, which I later applied to market and user research in subsequent roles.

Also researched how artists develop marketing strategies, which informed my work with small businesses.

BFA, Dance With Honors in the Major – The Florida State University

Graduated 2011

Alongside technical performance and theater skills conducted research to better understand audience perceptions of performances in non-theatrical spaces.

Applied this research to develop performances tailored for diverse audiences around the globe.

Other Information

Awards

- AWS EdTech Accelerator Winner, 2025
- Accenture Leaders Of Tomorrow Finalist, 2019

Interests

- Dance
- Teaching
- Building questionably useful tools for my daily life in R & ShinyApps
- Sporting Clay & Skeet Shooting