

Product leader with hands-on, end-to-end experience guiding organizations with product vision, strategy and leadership. Keen intuition for product design and usability that fulfills the job-to-be-done. Skilled in product life cycle, MVPs, user research, problem-product-business model/market fit and leading lean/agile cross-functional teams.

PROFESSIONAL EXPERIENCE

Director of Product – Nimble Collective (February 2017 – Present)

Working with a team of top-talent in the movie animation industry to build the first virtualized end-to-end platform to run a complete animation studio in the cloud.

- Interact with internal/external stakeholders to set product goals aligned with market requirements and Co. vision
- Member of the alignment team, helping to define business model and monetization strategy
- Work in close relationship with Biz Dev to understand clients' requirements and translating those into valuable core features to drive an increase in platform adoption
- Partnering with animation studios and internal production team to define production workflows that follow industry standards
- Run user research groups to define current functional/UI/UX gaps
- Lead Product/Project Mgrs and Design setting clear priorities & quarterly goals aligned with company's direction

Director of Product - VenueNext (October 2016 – February 2017)

Lead a cross-functional team in the implementation of the first end-to-end venue services integration platform providing sports teams and venue owners a centralized application to control and manage all aspects of a venue/event while providing mobile apps to attendees to connect and augment their experiences at the events.

- Set product vision, roadmap, requirements and timelines across multiple clients/verticals
- Managed a team of Product Managers, Project Managers, Designers and QA
- Focused roadmap (80/20 approach) to transform company from an agency model to product driven organization
- Worked hand-in-hand with Client Services team to set and manage customer expectations
- Delivered a light-weight methodology to enable company to deliver products on-budget, on-time and on-quality

Product Development Consultant - Videoo (May 2016 – October 2016)

Implemented design and roadmap for video platform for brands and publishers to engage with consumers via UGC.

- Redesigned platform and video player UI/UX and business logic/rules to simplify workflows around core value proposition to increase user engagement
- Worked close with executive team to define go-to-market strategies and growth opportunities
- Partnered with Sales, Marketing and Biz Dev to understand market landscape and addressable customers' problems
- Engaged with engineering team to streamline development process and release cycles
- Prioritized feature and development requirements based on shifting business needs and resources

Product Development Consultant (January 2016 – October 2016)

Advised start-ups in product design/MVPs, Agile methodologies and cross-functional team development.

- Projects: On-demand delivery – public policy campaign user-focused website – retail hardware/software solution

Head of Product - StudioNow (May 2014 – September 2015)

End-to-end product vision, strategy and design for a Digital Content Creation SaaS/Marketplace. Led a cross-functional team to gather, analyze and define business, user and functional requirements.

- Lead product roadmap allowing company to sign up Fortune 100 clients, which resulted in 100% revenue lift

- Collaborated closely with all stakeholders across the organization and CAB members
- Translated large and complex requirements into simple user stories and workflow designs
- Developed Product roadmap, milestones, prioritized feature/sprints developments cycles with engineering team, backlogs and bug triage and provide regular progress reports
- Wrote PRDs documenting business, user and functional requirements
- Created detailed wireframes for all pages and workflows from which final UI/UX design are implemented
- Worked in close collaboration with Creative Director, UI team and backend engineering team to identify gaps in requirements, rapid iteration of solutions and implementation
- Engaged with Executive team and provide weekly updates on Product focus and development
- Implemented multiple processes across the organization to improve development cycles, communication, cross-team engagement and Product understanding

Product Manager – Sendori (former Ask Sponsored Listings) (June 2011 – June 2013)

Lead efforts in the creation of a new ad-serving product based on internally developed online ad serving platform.

- Partnered with Executive team to define product roadmap and identify new business opportunities
- Led product development of new ad unit (coupons), driving 50% increase in LTV
- Researched and wrote PRDs/prototypes to grow user base from 100K users to 4M+ installs
- Designed and ran A/B test to increase conversion rate and traffic to advertising partners
- Redesigned use cases & business rules for installer, ad units and user interface, resulting in 6% decline in uninstall rate and increase in install lifetime from 60 to 100+ days
- Owned product development cycle: use stories, product requirements, sprint prioritization, and release process
- Introduced Agile methodologies which improved sprint cycles by 50% while increasing quality & reducing rollbacks

SKILLS

- Industries: B2B, SaaS, platforms/marketplaces, E-commerce, B2C, consumer
- Product principles: problem-product-model/market fit, job-to-be-done, 3-horizons, user-centric, MVP
 - Product Development Philosophy: http://bit.ly/product_philosophy
- Methodologies: Agile, Scrum, Lean, Kanban, Waterfall
 - Certified Scrum Master (CSM) - Certified Scrum Product Owner (CSPO)
- Tools: Sketch, Photoshop, Omnigraffle, Jira/Confluence, Invision