

QUALIFICATION SUMMARY

Accomplished visionary and strategic-minded product management executive with over 20 years of experience with demonstrated success in driving performance and achieving superior results across world-class technology companies; demonstrated expertise in all core business functions from strategic planning and software development through product definition, user experience design, development, QA, marketing and deployment.

- Versatile product and program manager with proven capacity to translate complex requirements into easy to use applications in diverse areas such as video, edutainment, data visualization, cloud solutions, telecommunications, tools and graphics.
- Insightful, influential presenter with superior interpersonal skills; skilled in translating complex technical solutions into understandable business terms; experienced in customer interaction and requirements gathering.
- Champion of organizational and staff development with demonstrated experience in cultivating relationships and motivating talented teams toward excellence.
- Results-oriented strategist, focusing on perspectives from all parties involved to obtain full picture of situations before making intuitive leaps and developing solutions.
- Experienced in establishing developer platforms and ecosystems.
- Certified Scrum Product Owner (CSPO) – Scrum Alliance

KEY PROFESSIONAL ACHIEVEMENTS

- Led the design and development of the GoPro App for mobile and GoPro Studio for desktop, which were downloaded over 27 million times providing a complete virtuous circle ecosystem of hardware and software leading to increased camera usage and sales.
- Managed the development of video editing capabilities for GoPro Studio, used to create over 45,000 videos a day resulting in increased camera use, viral dissemination of content and increased camera sales.
- Played key roles in user interface design, documentation, design of demo videos and product management for Gryphon Software's Morph, which received major media coverage launching the company to worldwide fame and resulting in millions of dollars in revenue from over a million copies sold.
- Served as critical member of a team that created and implemented a groundbreaking, brand-new line of multimedia edutainment products, the Gryphon Activity Centers, resulting in key licensing agreements with Disney, DC Comics and others and leading to almost doubling company revenue.
- Implemented techniques for the encoding of audio and video in the Activity Center products enabling large resolution video in PC applications for the first time and leading to the development of an entirely new line of products, two of which sold over a million copies each.
- Selected as recipient of multiple honors and awards which contributed to increased company exposure and revenue.

PROFESSIONAL EXPERIENCE

PTC/VUFORIA (contract work), San Diego, California

2017 - 2017

Director Product Management

Researched industry and competitive SaaS solutions in the Service Industry. Established requirements for SaaS augmented reality application for business users of Vuforia Chalk. Worked very closely with user experience team on design of comprehensive user experiences for web and mobile products.

- Wrote requirements for multiple releases of the Chalk for Business software as a service solution
- Established product roadmap for Chalk for Business and Chalk for Developers
- Prototyped user interface to guide discussions with UX and Engineering teams

NOVATEL WIRELESS, INC., San Diego, California

2015 - 2016

Director Product Management

Led software product management team. Responsible for enterprise software applications on mobile and desktop in the areas of Internet of Things (IoT) and fleet management. Established requirements for SaaS applications. Led user experience team on design of easy to use user experiences for IoT device management and fleet management products.

- Spearheaded the design and development of a new fleet management software as a service (SaaS) application enabling Novatel's transition from a hardware to a software company with recurring revenue business model.
- Coordinated multidisciplinary effort with UX, Development and QA teams across multiple geographic locations resulting in optimal use of available resources thus reducing development cost.
- Defined unique feature set resulting in an exceptional value proposition to make the fleet management solution stand out from the competition.

GOPRO, INC., San Diego, California

2011 - 2014

Director Software Product Management

Managed product team to drive overall product portfolio and entire product lifecycle for all desktop and mobile software products. Collaborated closely with UX team on user experience designs. Established and maintained the software product roadmap.

- Spearheaded the development of a new video editor downloaded over 6 million times and used to create over 45,000 videos a day, resulting in increased camera usage and sales.
- Managed the design, development and deployment of the GoPro App on iOS, Android and Windows Phone which got over 20 million downloads and allows millions of GoPro users to remotely control their cameras and share content, thus providing a complete ecosystem of software and hardware solutions resulting in increased camera usage, content sharing and sales.
- Implemented content consumption capabilities in the mobile app resulting in increased viral content sharing and consumption, thus further fueling the creation of third party content leading to increased camera usage, content sharing and sales.

QUALCOMM, INC., San Diego, California

2003 - 2009

Senior Product Manager

Oversaw development of reference user interface and software development framework for Qualcomm's uiOne mobile platform. Managed the development of third party BREW Extensions and applications for the Ecommerce, Location Based Services, Gaming and Information segments, the overhaul of the BREW web site and development of the uiOne Handset Development Kit (HDK) developer web site and HDK developer extranet.

- Developed a software development kit (SDK) to allow software developers to develop graphically-rich user interfaces for mobile devices enabling device manufactures to cut months from their phone development time and adding value to Qualcomm's chipsets.
- Managed the implementation of a Java Virtual Machine (JVM) extension for BREW, thus allowing the porting of many J2ME applications to BREW resulting in almost doubling the number of applications available on the platform with a concomitant increase of revenue-sharing profits.
- Promoted the adoption of uiOne products among telecomm carriers and mobile phone manufacturers worldwide through frequent roadmap and benefits discussions, resulting in a surge in adoption rate and increased revenue.

MFORMA CORPORATION, San Diego, California

2001 - 2002

Director of Product Management & Developer Program

Managed the development and deployment of a platform and applications on Cingular's and AT&T Wireless' networks. Oversaw development of the developer's website in addition to establishing and managing the company's developer program.

- Established processes and procedures for the integration and certification of third party platform applications making it possible to integrate portfolio applications from 0 to 47 in the first three months after launch.
- Product-managed the development of the company's wireless platform Mserver leading to a successful deployment on Cingular's network and increased revenue streams from deployed applications.
- Championed strategic product planning of the platform's future feature development to prepare it to support J2ME applications to expand application portfolio and further increase revenue.

PREVIOUS EXPERIENCE

Previous career roles include Director Professional Services at DOKONI; Founder, Developer and Webmaster at FINDFORECLOSURES.COM; Director of R&D at GRYPHON SOFTWARE; RenderMan Product Manager at LEVCO; Vice President of Sales & Operations at OLDUVAI; Software Developer at DATA SYSTEMS. Details available on request.

CORE COMPETENCIES

Mobile, Web & Desktop Software Development ~ IoT ~ Augmented Reality~ Business, Graphics, AR & Telecommunications Software Solutions ~ Product Specifications ~ Strategic Planning & Tactical Implementation ~ E-commerce ~ Staff Training & Leadership ~ C-Level Interaction ~ Critical Decision Making ~ Presentations & Demos ~ Policy/Process Development ~ Product Management ~ Agile ~ Project Management Telemetry ~ Trade Show and Conference Presenter ~ SaaS ~ Strategy~ Technology/Application Development Visionary Leader ~ Start-ups ~ Staff Recruitment & Evaluation ~ Quality Assurance ~ Cross-Functional Collaboration Multimedia Development ~ Project/Program Management ~ Multicultural Environments ~ Project Planning

AWARDS

- Software & Information Industry Association Codie Award: Best Business Application: Graphic
- Software & Information Industry Association Codie Award: Best Personal Creativity Program
- BYTE Magazine Award of Excellence
- UCSD Connect Most Innovative New Product Award
- Third place prize in Pixar's Renderama Contest
- Bronze Award in New Media Magazine's InVision Contest
- MacUser Magazine Awards Editor's Choice (Eddy) Finalist: Best Desktop Diversion
- MacUser Magazine Awards Editor's Choice (Eddy) Finalist: Best New Special Effect
- DISCOVER Magazine Awards for Technological Innovation – Finalist

EDUCATION

Computer Science: Universidad de Buenos Aires - Buenos Aires, Argentina

Advertising: Escuela Superior de Publicidad - Buenos Aires, Argentina

LANGUAGES

Fluent: English, Spanish
Familiarity: French, Hebrew and Portuguese