

SUMMARY

Innovative Senior Product Management leader with a strong entrepreneurial drive. Pioneered the success of GoPro's mobile app (27 million downloads, iOS and Android) and desktop video editing software GoPro Studio (6 million downloads, 45,000 videos a day) as an early employee, contributing to 10x revenue growth and 70% YoY active user growth during tenure.

Experienced in senior IC roles and small PM team management, spanning software, hardware, IoT, mobile, and video domains. Proficient in launching products with cutting-edge tech including Augmented Reality and Video Streaming. Expertise across technical and core business functions, collaborating closely with executives for global product excellence and growth.

PROFESSIONAL EXPERIENCE

LEIA, San Diego, California

April 2021 - September 2022

Leia is a software and hardware startup building an Android app ecosystem for their 3D display tablets.

Director Product Management:

- Spearheaded a swift three-month development cycle from concept to launch for LeiaFlix, an Android movie streaming app featuring Universal Studios and Warner Bros. content. This effort delivered a consistent 5% monthly boost to Leia's Lume Pad sales through a well-executed go-to-market strategy.
- Established and led a cross-functional team responsible for the content ingestion pipeline crucial to incorporating close to 100 movie titles into the LeiaFlix catalog at its inception. This initiative fueled a flourishing 3D movie rental business, achieving a 10% monthly growth rate within the initial three months.
- Directed the creation and launch of LeiaTube, a dynamic Android application enabling real-time video conversion from 2D to 3D using content from platforms like YouTube. This innovation played a pivotal role in driving heightened usage and sales growth for Leia's Lume Pad.
- Crafted specifications and oversaw the development of LeiaCam, the camera Android app for Lume Pad, leading to significant enhancements and additions including noise reduction, image stabilization, focus lock, and more, resulting in a meaningful DAU (daily active users) and MAU (monthly active users) increase for the camera app.

SMARTDRIVE, San Diego, California

May 2019 - February 2021

SmartDrive is a transportation industry startup that develops SaaS video and analytics solutions using machine learning and Big Data.

Director Product Management:

- Conceived business cases, authored requirements, and established a pipeline for producing 3D simulations to advance the development of autonomous driving vehicles. This effort contributed to the creation of safer vehicles capable of handling real-world edge cases, which greatly increased customer satisfaction.
- Led the strategy and development of a risk assessment big data machine learning AI tool with a Tableau front end. This tool enhanced the understanding of collision risk in different locations, enabling autonomous vehicle and insurance companies to assess deployment areas effectively.
- Drove the creation of an image library product utilizing Elasticsearch/AWS that enabled mapping companies like Apple to enhance their maps with up-to-date road data, resulting in better driving directions for customers and an increased NPS score metric.
- Established go-to-market strategy and oversaw the development and deployment of two Tableau-based analytics solutions for the transportation industry, contributing to substantial revenue growth and user expansion for SmartDrive.

THOUGHT ACADEMY (thoughtacademy.com), San Diego, California

December 2017 - Present

Thought Academy creates content that helps people become better critical thinkers.

Founder & Head of Product:

- Founded digital media/EdTech company that reached 67,000 people at launch with the mission of creating positive global impact by teaching critical thinking skills to people.
- Led end-to-end strategy, conception, design, and content for website and associated downloadable files.
- Set up and created content for the sister YouTube channel and successful social media campaigns that drove increases in unique visitors, DAUs and MAUs, time on site, and retention.

VUFORIA, San Diego, California

June 2017 – October 2017

Vuforia is a leading Augmented Reality platform, SDK, and software solutions suite.

Interim Director Product Management (contract):

- Rapidly authored product requirements for multiple Vuforia Chalk for Business augmented reality (AR) SaaS solution releases, significantly reducing time to market.
- Crafted a comprehensive vision, strategy, corresponding OKRs, and product roadmap for Chalk for Business and Chalk for Developers, providing a clear development trajectory.
- Independently conducted UX research and prototyped the user interface to facilitate productive discussions with UX and Engineering teams, expediting the validation and approval of product requirements.

INSEEGO, San Diego, California

March 2015 – October 2016

Inseego is a publicly-traded company that develops 5G wireless solutions across hardware IoT (Internet of Things) devices and SaaS-based web applications.

Director Product Management:

- Directed the strategy, design, and development of IoT device management and fleet management SaaS web applications, enabling the launch of entirely new revenue streams for the company and expediting Inseego's transition from a hardware-centric to a software-focused company with a recurring revenue business model.
- Designed and iterated on collaborative product management and development processes for a distributed global team including UX, Engineering, and QA, optimizing resource utilization and effectively lowering development costs.
- Designed effective forecasting models leading to key roadmap and development decisions.
- Established and led a product management team, leading to streamlined market research, requirements gathering, feature definition, and development management.

GOPRO, San Diego, California

May 2011 – June 2014

GoPro is the leading manufacturer of action sports cameras and software applications spanning iOS, Android, desktop and web.

Director Software Product Management:

- Led the creation of the first-ever GoPro App for mobile (iOS and Android) and GoPro Studio for desktop, from concept to launch, achieving nearly 30 million downloads. These offerings established a comprehensive ecosystem of hardware and software solutions, driving a 70% YoY active camera user increase and millions of camera sales.
- Established and led a software development team encompassing Product and Project Management, UX, QA, and Engineering, resulting in the successful development and launch of GoPro's software applications. Also, managed the product team.

- Introduced content consumption features within the mobile app, driving higher viral content sharing and consumption. This catalyzed the generation of third-party content, ultimately boosting camera usage, content sharing, and sales.
- Key contributor that established and managed software products’ roadmap, OKRs, and KPIs, ensuring a consistent and frequent stream of releases that positively impacted key business metrics.

QUALCOMM, San Diego, California

July 2003 – June 2009

Qualcomm is a global leader that develops telecommunications hardware and software.

Senior Product Manager:

- Led a large team in developing the uiOne Software Development Kit (SDK), empowering OEM software developers to create visually compelling software for mobile devices using markup language. This innovation streamlined phone development for manufacturers, reducing development time from 12 to 5 months and enhancing the value of Qualcomm’s chipsets.
- Championed the adoption of uiOne products among telecom carriers and mobile phone manufacturers in LATAM, EMEA and APAC markets by engaging in regular discussions about product roadmaps and benefits. This effort led to a substantial increase in adoption rates and revenue growth.
- Evangelized the BREW platform among third party developers, and cultivated enduring relationships within the BREW developer community. These efforts led to the inclusion of numerous gaming, eCommerce, weather, and other categories of BREW applications in the BREW catalog.
- Authored requirements and managed the development of FLO TV client software, culminating in the successful deployment of FLO TV phones.

References and details on previous career roles available on request.

SKILLS

Product Management	Machine Learning	Agile, SCRUM & Waterfall	Amazon Web Services
iOS, Android, Mac, Windows	User Experience (UX)	Augmented Reality (AR)	Google Analytics
Content Streaming	Software as a Service (SaaS)	Internet of Things (IoT)	Jira, Confluence
2D & 3D Computer Graphics	Video Editing, Compression	Global Markets	Tableau, Elasticsearch
Go To Market Planning	Product Marketing	Video on Demand (VOD)	Digital Rights Management

EDUCATION

Certified Scrum Product Owner (CSPO): SCRUM Alliance - San Diego, California

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

Advertising: Escuela Superior de Publicidad - Buenos Aires, Argentina

LANGUAGES

ENGLISH: Bilingual proficiency | **SPANISH:** Native | **FRENCH:** Limited working proficiency | **PORTUGUESE:** Professional working proficiency | **HEBREW:** Limited working proficiency | **ITALIAN:** Limited working proficiency

AWARDS

- Best Business Application: Graphic | Software & Information Industry Association Award (Codie)
- Best Personal Creativity Program | Software & Information Industry Association Award (Codie)
- Award of Excellence | BYTE Magazine
- Most Innovative Product Award | UCSD Connect

- Finalist | Discover Magazine | Awards for Technological Innovation
- Third Place Prize | Pixar's Renderama Contest
- Best New Special Effect Finalist | MacUser Magazine Awards (Eddy)
- Best Desktop Diversion Finalist | MacUser Magazine Awards (Eddy)
- Bronze Award | New Media Magazine Invision Contest