

Product Management veteran with demonstrable expertise in all core business functions from strategic planning through product definition, user experience design, development, QA, deployment and marketing.

HIGHLIGHTS

- GoPro App (iOS, Android & Windows Phone) - Over 27 million downloads
- GoPro Studio (Windows & Macintosh) - Over 6 million downloads
- Gryphon Morph (Windows & Macintosh) - Used to create over 45,00 videos a day
- Aladdin Activity Center (Windows & Macintosh) - Over a million copies sold
- Lion King Activity Center (Windows & Macintosh) - Massive worldwide press coverage
- Multiple honors and awards - Over a million copies sold
- - See gabrielwilensky.com for details

SKILLS

Product Management (>20 years)
iOS, Android & Windows Phone (8 years)
IoT (4 years)

Team Building (>20 years)
User Experience (>20 years)
SaaS (>20 years)

Agile (>7 years)
Strategic Planning (>20 years)
Competitive Research (16 years)

PROFESSIONAL EXPERIENCE

SMARTDRIVE SYSTEMS, INC., San Diego, California

May 2019 - Present

Director Product Management

- Developed business case, wrote requirements and set up pipeline for the production of simulations for the development of autonomous driving vehicles, resulting in safer vehicles in real-world edge cases.
- Wrote requirements and managed risk assessment database tool leading to a better understanding of potential collision risk in various locales enabling autonomous vehicle companies to evaluate deployment areas.
- Implemented product requirements for an image library product enabling mapping companies to improve their maps with fresh road data.

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

December 2017 - Present

Founder, Developer & Author

- Designed all graphics, page layout and branding elements for the website and associated downloadable files resulting in a finished website.
- Authored all articles and other content including a video series training for the launch leading to increased user engagement.
- Implemented an online marketing campaign resulting in a successful launch with a social reach of over 67,000 people.

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

June 2017 – October 2017

Director Product Management

- Wrote product requirements for multiple releases of the Chalk for Business augmented reality (AR) SaaS solution in record time resulting in shortened time to market.
- Established product roadmap for Chalk for Business and Chalk for Developers resulting in clear path for development.
- Prototyped user interface to guide discussions with UX and Engineering teams leading to faster validation and approval of product requirements.

INSEEGO, INC., San Diego, California

March 2015 – October 2016

Director Product Management

- Steered the design and development of IoT device management and fleet management SaaS applications enabling Inseego's transition from a hardware to a software company with recurring revenue business model.
- Coordinated multidisciplinary effort with UX, Engineering and QA teams across multiple geographic locations resulting in optimal use of available resources thus reducing development cost.
- Designed effective forecasting models leading to key roadmap and development decisions.
- Set up product management organization resulting in streamlined market research, requirements gathering, feature definition and development management.

GOPRO, INC., San Diego, California

May 2011 – June 2014

Director Software Product Management

- Led the design and development of the GoPro App for mobile and GoPro Studio for desktop, which provided a complete virtuous circle ecosystem of hardware and software leading to increased camera usage and sales.
- Set up software development team comprised of product and project management, UX, QA and Engineering leading to the successful creation and release of GoPro's software applications.
- 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.
- Established and maintained the software product roadmap, resulting in a regular stream of releases.

QUALCOMM, INC., San Diego, California

July 2003 – June 2009

Senior Product Manager

- Drove large team development of a software development kit (SDK) to allow software developers to create graphically-rich user experiences for mobile devices, enabling device manufacturers 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.
- Wrote the requirements and oversaw the development of the FLO TV client software, leading to the successful deployment of FLO TV phones.

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

EDUCATION

Computer Science: Universidad de Buenos Aires - Buenos Aires, Argentina
Advertising: Escuela Superior de Publicidad - Buenos Aires, Argentina