

SUMMARY OF QUALIFICATIONS

- Passionate product management executive with 18+ years of experience designing award-winning solutions for B2B, B2C, and Enterprise customers
- Spearheaded the growth of early-stage startups by actively driving product-market fit, implementing strategic expansions with limited resources, and tactfully devising market entry strategies to seize opportunities and ensure success.
- Customer experience and data-driven technologist with a long-term lens balancing Return on Investment (ROI), scalability, performance, risk management, and business needs
- Innovative product leader building cross-functional relationships across all levels with effective prioritization and tradeoff capabilities
- Monetization specialist dedicated to enhancing user-centric experiences
- Inclusive team leader focused on cultivating positive company culture, growth, and diversity

WORK EXPERIENCE

IMVU

Redwood City, Ca

Sr. Director, Product Management

02/18 to Present

World-leading 3D metaverse social game with over 130 million users, the largest mobile avatar teen chat and gaming community with a marketplace of 60+ million unique products

- Deliver continuous innovation to product vision, roadmap, and team processes, including AI, machine learning integration, video and live chat solutions, trust and safety, smart customization, and extensive automation.
- Led the mobile teams in implementing strategic initiatives that resulted in a 10x increase in revenue, significant user growth, and a 30% improvement in retention rates
- Managed and developed four diverse teams across multiple organizations and experience levels, encompassing mobile, back-end, and innovation teams.
- Accelerated the development lifecycle across multiple teams, reducing time to market by 50% while maintaining high product quality standards and user satisfaction.
- Spearheaded the largest customer retention and revenue initiative by re-designing the existing subscription and pricing model, leading to a 30% increase in subscriptions
- Collaborate with C-level executives to foster innovation guided by data, customer insights, technology research, and competitive analysis. Establish KPIs, monitor market signals, and oversee quarterly and annual P&L projections.
- Implemented and led a comprehensive pipeline of trust and safety initiatives, significantly decreasing downtime, fraudulent accounts, and risky behavior within voice chat.
- Launched VCOIN cryptocurrency, an ERC20 token that runs on the Ethereum blockchain

iBuildApp

Burlingame CA

VP of Product Management

09/14- 02/18

App creation platform, powering over 1.5M apps, enabling businesses to go mobile using an intuitive, versatile platform.

- Nominated for an Edison Award and a Red Herring Global Award for pioneering a single-download app marketplace, revolutionizing access to thousands of business apps.

- Increased RPU by 30% and monthly revenue by 85% by introducing optimization testing as an ongoing part of the development process and improving monetization strategy
- Led the transformation of the product development process to become aligned with agile practices, increasing team velocity by 35% and focusing on continuous improvement
- Introduced data-driven development, user validation, Buy Vs Build and cost/benefit evaluation models, and other process innovation mechanisms to deliver intuitive products

IMVU

Director, Product Management

World-leading 3D metaverse social game with over 130 million users, the largest mobile avatar teen chat and gaming community with a marketplace of 60+ million unique products.

Mountain View, CA

05/13 – 09/14

- Re-architected and launched a 10-year-old \$50M product on a new web platform with minimal impact to millions of active users, increasing user reach by 50%
- Released the first version of the product's Android and IOS apps, delivering a new channel for customer onboarding and acquisition
- Implemented development best practices to gain consumer insights and focus on the user experience through usability testing, A/B testing, rapid testing, learning, and execution
- Delivered numerous multi-million-dollar products that work across multiple platforms, including web, mobile, and download

Shutterfly.com

Sr. Product Manager

Leading digital retailer and manufacturer of high-quality personalized products and services

Sunnyvale, CA

06/12 – 05/13

- Launched multiple innovative projects, including the Treat iOS app, Facebook social digest, personalized gifts, and subscriptions for Treat.com, a Shutterfly greeting card sector
- Achieved 3X revenue per user by revolutionizing greeting card eCommerce space by launching a personalized gift section on Treat.com
- Optimized the agile product development process, streamlining complex bi-weekly releases of this multi-brand platform to improve performance, scalability, and time to market
- Created business cases, creative and marketing briefs, MVPs, and user stories to deliver comprehensive product strategy, including scope, key benefits, and market positioning

Bstocksolutions.com

Director, Product Management

Top Retail B2B Marketplace and Enterprise solution (Customers include; Amazon, Target, Walmart, Homedepot)

Redwood Shores, CA

5/11 – 06/12

- Boosted product competitiveness and profitability with a white-label enterprise solution, automating 60% of operations and offering an intuitive self-serve interface to users.
- Negotiated a partnership with Freightquote and seamlessly delivered real-time shipping quotes into our eCommerce solution delivering >25% increased user engagement
- Increased traffic by 10% MoM by driving successful SEO optimization initiatives
- Defined go-to-market strategies, developed clear product and market positioning, and established product value propositions.

UsedCars.com

Product Manager

Automotive marketplace and CRM platform, acquired by ADP

Redwood City, CA

10/10 -05/11

- Within two months, implemented product improvements that resulted in generating 21% more leads and 38% incremental revenue without impacting future releases
- Restructured site layout and usability to achieve top 3 keyword ranking for over 2,500 terms generating 25% incremental traffic to the site and 14% incremental revenue
- Introduced eight different products, including UsedCars App, online chat, video, and social media to improve the consumer eCommerce experience
- Transitioned from a lead-based, hard-to-monetize model to a subscription-based model

Oodle.com

Product Manager

Social Online Classified Facebook Marketplace, acquired by QVC

San Mateo, CA

08/08 – 10/10

Bureau Veritas

Sr. Product Manager

World Leader in Enterprise Management System solutions

San Francisco, CA

07/06 – 08/08

EDUCATION

California State University of Northridge

B.S in Business Management