

SHAH MARTINEZ

SENIOR PRODUCT MANAGER | MVP | GTM | STRATEGY

AI | XR | SaaS | B2B | B2C

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Data-driven Senior Product Manager with 10+ years of experience with proven skills in strategic vision, leadership, innovation, and problem-solving. **Led 8+ B2B and B2C products with over 100 combined product features, including a B2B XR content creation platform product which garnered 86% more user engagement and 200% higher ad click-through rates as well as a front-end experience creator platform that delivers personalized dynamic content and layouts to individual users for A/B testing.** Seeking a Product Manager position where I can utilize my technical, creative, and interpersonal skills to support your strategic goals.

STRENGTHS

- **Strategy:** Executed a 5-year XR immersive content strategy that increased brand partnerships by over 300%.
- **Leadership:** Led direct teams as large as 23 and led collaborative initiatives of over 50 people.
- **International Experience:** Led global teams across 9 time zones for Yahoo.

PROFESSIONAL EXPERIENCE

SENIOR PRODUCT MANAGER

Yahoo!, Los Angeles, CA

October 2022 — November 2023

Led 3 B2B Content Creation Platform Products with over 50 Feature Developments

Achievements:

- Led **cross-functional teams** of over 50 in UI/UX design, development, and release of a content creation, programming, AB Testing, and publishing a SaaS platform that increased personalized content creation by 1300%.
- Utilized platform to create compelling content, resulting in 326% increase in page views for Yahoo! Finance, with similar gains for other Yahoo! verticals.
- Led the team's transition to scrum methodology, resulting in 40% increase in project velocity.
- Launched a knowledge portal as part of growth strategy, contributing to 70% platform adoption.

Responsibilities:

- Developed **product roadmaps** and product strategies, aligning projects with Yahoo!'s global objectives.
- Conducted 50+ **customer interviews** to discover pain points, establish **voice of customer**, define and **prioritize requirements**, resulting in ~100% user satisfaction.
- Created **user stories**, built **MVPs**, then developed **GTM strategies** for several products.
- **Define** leading and lagging **KPIs** to focus on the platform's value drivers for the customers.

PRODUCT MANAGER

Yahoo! (RYOT Studios), Los Angeles, CA

August 2019 — October 2022

Led 3 B2B XR Products with over 200 key Product features

Achievements:

- Created a Wiki, documentation, and learning portal, increasing company documentation contributions by ~90%.
- Led development of interactive ads & content experiences that boosted user engagement rates by more than 60%.
- Designed and architected an entity component system API, reducing SDK feature deployment time by 80%.

Responsibilities:

- Defined **product vision** and **product strategy** for XR initiatives, developing B2B SaaS platforms geared towards the at-scale creation, sharing, and publishing of XR, 3D, 2D games, ads and experiences.
- Architected a game engine and crafted a **GTM strategy** that expanded our market by more than 300%.
- **Developed MVP** for Generative AI system for article summary and image generation.
- **Prioritized features and requirements**, resulting in 86% increase in usage of our more advanced features.
- Established robust **agile product** testing and quality assurance (QA) workflows and soft launch strategy, resulting in near 0% issues at final release.

PRODUCT LEAD

Yahoo! (RYOT Studios), Los Angeles, CA

August 2018 — August 2019

Led 2 B2B XR Products with over 50 Product feature developments

- Pioneered development of an XR SDK and launched industry-leading and award-winning 3D immersive games, advertisements and editorial experiences across Yahoo!'s mobile app ecosystem.
- Wrote a bespoke plug-in to ensure seamless integration with Yahoo!'s existing applications, addressing initial adoption hesitation, resulting in ~90% adoption across Yahoo!'s mobile apps.
- Led development of 12+ immersive ad **MVPs**, which cumulatively led to 10B+ impressions.
- Developed 5-year strategy and **roadmap** for 40+ core features which led to new XR ecosystem and revenue streams.

LEAD iOS DEVELOPER (ADs & ACCESSIBILITY)

Yahoo!, Sunnyvale, CA

May 2017 — August 2018

Led engineering in 3 B2C Products with over 30 key Product features

- Developed the world's first Augmented Reality (AR) ads, increasing CTR by 200%.
- Invented a new screen-reading system to make web content accessible to the visually-impaired.
- Built scalable features and led user studies for Yahoo! Mail, an app with over 30M daily active users.
- Developed innovative accessibility features, increasing Mail's accessibility compliance by over 40%.
- Pioneered groundbreaking ad formats that brought in millions in ad-revenue for Yahoo.

LEAD iOS DEVELOPER

Ava, San Francisco, CA

August 2016 — May 2017

Led the engineering aspect of B2C SaaS Product with over 20 key Product features

- Trained and led a team of engineers in the development of Ava, an app for the hearing-impaired.
- Planned and conducted user-testing sessions with the hearing-impaired community, gaining valuable insights that guided **feature development** and **prioritization**.
- Executed data-driven strategies to identify and address user **pain points**, reducing app exit rate by 15%.
- Implemented efficient processing algorithms, resulting in 20% improvement in speech transcription accuracy, and more than a 50% decrease in bug reports.
- Spearheaded the refactoring and replacement of legacy code, enhancing app maintainability by more than 50%.

HIGHLIGHTS

AMF Award

An award for Ad Innovation for developing several new ad formats

2018

COMMUNITY

Animo Leadership High School

Los Angeles, CA

Mentor / Career Guide

2019

EDUCATION

Computer Software Engineering,
iOS Software Development

Mobile Makers Academy

2015

BAD Collective (Bay Area Devs)

Member/Volunteer

2022-Present

Get Slapped! (Student Game Dev)

Consultant/Volunteer

2023-Present

INTERESTS

Star Wars, Marvel, **Muay Thai**, fitness, hiking, guitar, songwriting, **music production**, **AI**, **storytelling**, **film making**

SKILLS

Product Management: Product Strategy, Product Sense, User Interviews, Market Analysis, Brand Awareness & Management, Data Analysis, Project Management, Agile & Scrum Methodologies, Stakeholder Relationships, Rapid Prototyping, Technical Documentation

Technical: Technical Management, Enterprise Applications, Workflow Automation, SaaS and PaaS Development, Game Development, Game Design, Mixed Reality (XR), Augmented Reality (AR), User Experience Design (UX), Programming (C, C++, Swift, JS, more),