

Strategic Product Leader in AI & Mobile Technologies

With 20+ years of expertise, I integrate data-driven insights into every stage of product development. My approach blends agile methodologies, UX design, and business acumen to exceed expectations, drive transformative growth, optimize product-market fit, accelerate timelines, and deliver exceptional experiences.

EXPERIENCE

Principal Product Manager, AI & Mobile Strategy

Sep 2021 - Present

Accella— Boston, MA

- **Strategically Enhanced Product Lines:** Led AI and mobile strategy overhauls, elevating customer satisfaction by 25% and cutting development cycle time by 30%.
- **Agile Product Lifecycle Management:** Doubled deployment speed of B2B/B2C products and boosted client recurring revenue by 50% within the first year through agile practices.
- **Revenue-Driving Market Strategy:** Increased client acquisition by 35% and contributed 20% revenue growth within the first year through a content-led go-to-market strategy.

Vision, Leadership, and Lifecycle Management for Key Projects:

- **NADA's "RevUp":** Mobile strategy, 40% engagement increase, 25% efficiency boost.
- **Climate Tech O&M:** Operational dashboards, \$300M partnership, 15% cost reduction.
- **Mitsubishi Power Portal:** Enterprise solution revamp, 20% efficiency improvement.
- **Limb Lab Amputee Care:** Healthcare app enhancement, 35% compliance, 50% satisfaction increase.
- **Civil Rights Advocacy:** App development, 2.5M user target, 30% activism growth.
- **Heatable Product Rebrand:** On-demand Home Delivery app, 20% market growth target.

Group Product Manager, EdTech & Medical Technologies

Oct 2020 - Aug 2021

Hippo Online Medical Education, Los Angeles, CA

- **Interdisciplinary Leadership & Innovation:** Managed cross-functional teams in engineering, medical, design, and marketing to integrate 30+ MedEdTech products, including complex quizzing tools, video and audio content platforms, into a unified LMS platform. Resulted in improved user experience and operational efficiency.
- **Strategic Product Management & Mentorship:** Reduced and prioritized 1,000 backlog items (CMS, mobile apps, web platforms, and dashboards), mentored teams to balance medical and corporate goals. Achieved 50% reduction in workload and 30% increase in speed through clear documentation and streamlined operations.
- **Operational Excellence & Market Responsiveness:** Achieved 400% profit increase and tripled conference attendance with a hybrid event model. Consolidated over 30 apps into more accessible formats, reducing user access time by 40% and enhancing cross-selling capabilities by 25%.

Staff Product Manager, Enterprise SaaS Solutions

Jun 2019 - Sep 2020

Jitjatjo, New York, NY

- **Enterprise Platform Transformation:** Revamped Jitjatjo's staffing marketplace for better scalability and to meet enterprise client demands. Achieved a 600% reduction in enterprise onboarding time and a 75% decrease in API integration time. Guided Compass Hospitality Group through digital transformation, resulting in streamlined operations and significant benefits.
- **Operational and Revenue Growth:** Developed and integrated payroll middleware and APIs, leading to a 300% increase in revenue and securing Series B funding for Jitjatjo.
- **Strategic API Integration and Client Management:** Led the development of an internal API called 'Sync' that reduced integration onboarding time from 8 months to 2 months. I improved platform functionality and operational efficiency by managing cross-functional teams and stakeholder needs. This directly supported over \$25BN in annual revenue for major clients and reduced labor costs by 17% while maintaining over 99% employee satisfaction.

Founder and Principal Consultant, Product & Digital Marketing Strategy

Apr 2013 - May 2019

League, Los Angeles, CA

- **Built and Led Global Consultancy:** Founded and grew a global consultancy serving diverse clients across 50+ countries, specializing in digital transformations, marketing, product development, and branding. Expertise spanned hospitality, e-commerce, startups, and more. Led diverse teams of up to 39, achieving 317% increase in project speed and 32% faster cycle times.
- **Fractional CMO/CPO Experience:** As an agency leader, served as fractional CMO/CPO for a global restaurant chain, driving 350% e-commerce growth, and for clients in fitness, music, and B2B SaaS software, expanding sales pipelines up to 4x. Spearheaded marketing and product initiatives across industries, aligning strategies with business goals to optimize offerings, engagement, and revenue.
- **Drove Business Growth:** Transitioned to a full-service model, doubling revenue in one year. Expanded portfolio by 900%, securing 18 global clients.

Senior Product Manager & UX Designer, Hospitality & eCommerce

Mandarin Oriental Hotel Group, New York, NY

Aug 2006 - May 2013

- **Digital Strategy & User Experience Innovation:** Drove digital and UX strategies, resulting in a 10.2% increase in bookings and 14.4% increase in revenue. Boosted non-English market bookings by 20% through localization and user-centric design.
- **Design System Implementation & Process Optimization:** Developed a Design System, reducing time-to-market by 33%. Built a marketing admin tool to optimize promotions across 30+ markets.
- **Cross-Functional Leadership & Product Evolution:** Moved from graphic web design to UX design to strategic management, improving user experience, operational efficiency, and market adaptation across EMEA, LATAM, and APAC.

EDUCATION

Bachelor of Arts (B.A.) - Political Science

Gordon College, Wenham, MA

Sep 2003 - Jun 2006

SKILLS [view all](#)

Core Competencies:

Agile & Scrum Methodologies: Expert in applying agile frameworks to streamline product development and enhance team productivity.

User Experience (UX) & User Interface (UI) Design: Skilled in crafting intuitive and engaging user interfaces using tools like Figma, Adobe Creative Suite, Sketch, and Miro.

AI/ML Development & Implementation: Proficient in integrating AI/ML technologies for predictive analytics, operational efficiency, and enhanced decision-making.

SaaS/PaaS Solutions & API Integration: Experienced in developing and managing SaaS/PaaS platforms, including custom and standard API integrations for seamless system interoperability.

Data Analysis & Dashboard Creation: Can transform data into actionable insights using tools like Google Analytics, Adobe Analytics, and Tableau for strategic decision-making.

Technical Skills:

Programming & Markup Languages: HTML, CSS

Design & Prototyping Tools: Figma, Adobe Photoshop, Illustrator, InDesign, XD, After Effects, Sketch, Miro, Various No Code

Project Management & Collaboration Tools: Jira, Asana, Slack, Trello

Analytics & SEO: Proficient in leveraging Google Analytics for web analytics, with a strong understanding of SEO/SEM strategies.

Compliance & Regulatory Knowledge:

Regulatory Standards: Knowledgeable in HIPAA, GDPR, WCAG compliance, ensuring products meet data privacy and security standards.

Data Privacy: Committed to protecting Personal Identifiable Information (PII) with a deep understanding of data privacy laws and ethical AI implementation.