

Senior Technical Product Manager

Accomplished and results-driven product leader with a strong track record of developing and launching cutting-edge SaaS platform technologies and virtual reality features.

A technically driven product manager with experience as a developer and a deep specialization in advertising technology, including critical business operations and monetization. Excels at setting long-term vision, driving product requirements, generating insights, and executing strategies aligned with business growth. Demonstrated proficiency in technical decisions, relational databases, problem-solving, and cross-functional collaboration.

Core Competencies

- Product Management
- Customer Advocacy
- User Research and Insights
- Web and Native Software
- SaaS Software Development
- Strategic Roadmaps
- Team Leadership
- GTM Strategy
- Technical Innovation

Professional Experience

OBSESS VR, NYC

Apr 2022 to Jun 2023

Product Manager | 360 and VR Brand Experiences

Drove long-term strategic planning efforts and enhanced consumer product experience by demonstrating exceptional leadership. Collaborated across cross-functional teams, including customers, engineering, marketing, and customer success, to define product improvements, prioritize features, and deliver solutions that addressed market challenges.

- Set long-term strategy for SaaS platform technologies and VR capabilities, aligning with stakeholders.
- Spearheaded product requirements definition, planning, design, and testing for new features.
- Acted as a liaison between marketing, sales, development, and CX to manage the product lifecycle.
- Collaborated with development to execute fixes for critical bugs impacting product performance.

Manatt, Phelps, & Phillips, NYC

Aug 2017 to Apr 2022

Developer & Consultant | SaaS Publishing Product

Guided a cross-functional team in providing secure access to legal and regulatory analysis through an exclusive SaaS platform. Generated in-depth data analysis content for executive leadership within the healthcare sector.

- Devised AI-based document scanning and image selection for publication, streamlining consultant tasks, enhancing product knowledge graph precision, and eliminating potential human errors.
- Built and maintained firm-wide knowledge and training portal, delivering extraordinary ROI with minimal operating and development costs.
- Equipped chief editorial staff with comprehensive data analysis content tailored for executive leadership, enabling well-informed decisions and a competitive edge within the ever-evolving healthcare sector.

ARKADIUM, NYC

Jul 2016 to Aug 2017

Partner Development | AI and Interactive Publishing AdTech

Spearheaded the end-to-end business development process, securing valuable artificial intelligence partnerships with top digital publishers.

- Introduced an ingenious NLP-driven interactive advertising content solution specifically designed for publishers by leveraging expertise in new business development.
- Pioneered the development of groundbreaking AI partnerships by leveraging NLP contextual understanding to create interactive content.

MARKETING SYSTEMS, TX

Jan 2016 to Aug 2017

Principal | Marketing Consulting and Management

Project management for digital and social campaigns, specializing in marketing products for sports, medical, and political clients.

- Sustainability strategy - utilized systems modeling to improve key behaviors.
- Mobile first - advertised and appeared natively with direct or agency-managed buys.
- Audience - leveraged AI-driven segmentation and deep dive reporting.

YP LLC, TX

Jul 2015 to Nov 2015

Digital Sales Executive | Google Ads Service Provider

Specialized large opportunity management focused on search and display ads using geo-location, buyer intent, and local listing web products.

- Provided technical expertise in geo-targeted mobile banners and traditional media kits for various clients.
- Contributed strong pipeline by building unique product offerings additional revenue generation from ads.

TEXAS PRINT SOLUTIONS, TX

May 2014 to July 2015

Marketing Campaign Manager | Product Development

Developed and managed e-commerce portal product launch, including 360 product viewer and GTM strategy.

- Concieved HTML5 web portal for top Texas printer servicing industrial, financial, and academic institutions.
- Enabled the production team by building a product integration for managing inventory with Google Drive.

GOODY GOODY LIQUORS, TX

May 2013 to Dec 2013

Marketing Coordinator | Internal marketing, Digital, Print, and OOH

- Managed major product launches including a customer rewards program, digital marketing campaigns, and local market launches.
- Partnered with TracyLocke to oversee media and design product ads.
- Analyzed and strategized quarterly budget in media, including Google Analytics for 20+ retail locations.

Education

Bachelor of Science in Marketing

University of Texas, Dallas | Aug 2010 – Dec 2013

Naveen Jindal School of Management