

Nicolas Walder

Los Angeles, CA
310-413-7974
nic@brevitything.com

Summary Proven product manager with over 7 years of experience crafting product strategy, creating achievable roadmaps and executing product development with a lean and agile approach

Experience **Lead Product Development Manager / AT&T**

2016 - Present, El Segundo, CA

- Leads and supervises a team of product managers within the OTT Media Team
- Successfully launched DIRECTV Now integration into Apple TV App, Siri Search and Single Sign On; responsible for entire lifecycle from contract to post-launch KPIs
- Marketed DIRECTV Now as an 'App of the Day' resulting in 13% increased downloads
- Acted as Product Owner on several scrum teams focused on backend video tools
- Defines product strategy for external partner integrations including voice assistant search, single sign-on, in-app purchase, social networking and app store promotion
- Manages partnership and negotiates app distribution agreements with all major streaming device OEMs including Amazon, Apple, Google, Roku and Samsung
- Educates senior executives on new product opportunities through well defined business cases; successfully persuaded leadership to integrate with Apple Universal Search

Product Manager / TrueCar

2015 - 2016, Santa Monica, CA

- Owned all dealer-facing apps including web Dealer Portal, iOS and Android apps
- Created and implemented numerous features that allowed dealers to more quickly and efficiently interact with customers and better manage their dealer's online presence
- Collaborated with 3rd party Dealer software vendors (eg. CRM), ensuring harmonious integration of TrueCar leads and data into the dealer ecosystem of tools and apps
- Organized surveys and field visits to test proof-of-concepts and gather user feedback
- Utilized analytics to understand user behavior thereby creating better funnels and UX

Senior Product Analyst / TrueCar

2013 - 2015, Santa Monica, CA

- Created a bug reporting and support process that resolved over 1600 bugs
- Wrote product requirements for new Dealer Portal features and bug fixes
- Educated Account Management and Sales teams of new Dealer Portal features

Operations Analyst / TrueCar

2012 - 2013, Santa Monica, CA

- Consolidated sign-up processes, creating efficient onboarding for account managers
- Created audit reports that generated or recovered over \$1.2M in otherwise lost revenue

Intern / United States Department of State

2010, Tirana, Albania

- Wrote diplomatic cables advising on Albanian politics under the Deputy Chief of Mission

Education **University of California, Berkeley / Bachelor of Arts**

2007-2011, Berkeley, CA

- Degrees in Rhetoric and Political Science
- Regent's and Chancellor's Scholar

Skills

- Adobe Analytics, Kibana, New Relic
- JIRA, Confluence, Agilecraft
- SAFe Certified Product Owner/Manager
- Performed at the Comedy Store