

FEDA FITIAN

Seattle, WA

305-432-1769

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www.linkedin.com/in/fedafitian

SUMMARY:

Passionate and creative leader with over 10 years of experience turning ideas into impactful products, driving innovation, and building strategies that work. I've helped launch scalable solutions, managed product life cycles, and brought together a variety of cross-functional teams across 30+ countries to achieve big goals. I love collaborating with others to develop meaningful strategies and create products that make a difference while creating value for teams and customers alike. With a deep commitment to inclusivity, I strive to build solutions that truly meet the diverse needs of global audiences and having traveled to 30 countries and speaking three languages, I bring a global perspective and an open mind to every challenge!



F5 | Seattle, WA

Chief of Staff, Office of the CTO

April 2024 - Present

- **Product Vision & Strategy:** Defined charters for Observability, AI, and Application Delivery Controllers (ADCs) technology efforts.
- Created two-year roadmaps for AI and ADC product strategies by aligning tech vision with C-suite priorities, market trends, and customer insights.
- Developed executive-level pitch decks and strategic content used in customer and company meetings.
- Managed an \$11M+ budget, driving resource allocation for innovation and accelerator project launches.

Senior Technical Program Manager, Open Innovation

May 2022 – April 2024

- Designed and scaled F5's first global innovation program, driving and housing the creation of over 350+ product ideas.
- Established F5's first AI program, creating a central source of truth for the ethical, secure, and responsible use of OpenAI technologies and LLMs.
- Hosted 20+ global innovation events, including hackathons and ideation workshops, which engaged over 1,400 F5 innovators across 34 countries.
- Collaborated with engineering, sales, UX/UI, marketing, and leadership to identify high-impact opportunities, develop PRFAQs, go-to-market strategies, and deliver roadmaps that secured executive buy-in.
- Led a team of 15+ engineers and interns to deliver AI-powered tools and in-house applications.

Technical Product Manager

October 2021 – April 2022

- Created and led the Early Access (EA) program F5's next-gen BIG-IP product for 30+ premium customers like MasterCard, Walmart, and Ford
- Integrated customer feedback to refine product roadmaps for virtual and hardware versions of new product, resolving 95% of reported issues pre-launch and refining product features.
- Delivered sales enablement materials, end-to-end product demos, and technical documentation that boosted customer onboarding.

Software Engineer

September 2019 – September 2021

- Full Stack DevOps Engineer on BIG-IP System Team responsible for overseeing quality gates, architecture, and infrastructure for the product pipeline used by 1,000+ engineers.
- Developed a suite of tools with Go, Docker, Kubernetes, and CI/CD pipelines to package component releases into unified software builds, automate developer best practices, and implement end-to-end unit testing.

F5 Appreciates Blackness (FAB) Leadership Team, STEM Outreach **April 2021 – Present**

- Advancing diversity and inclusion at F5 by partnering with nonprofits and organizing events to expand STEM education access for underprivileged and underrepresented students.



Girls Who Code | Miami, FL & Seattle, WA

Lead Instructor

June 2018 – August 2019

- Designed and delivered STEM lessons to teach high school girls computer science and engineering, leading a teaching team to ensure smooth program execution and expanding community impact through targeted outreach initiatives.



Lufthansa Technik | Miami, FL

Data Analyst & Quality Engineer

June 2018 – August 2019

- Improved customer retention by analyzing user experiences and implementing process enhancements that kept a 90% repeat customer base and 20% improvement in Customer Satisfaction scores.
- Developed audit plans compliant with FAA regulations and aerospace quality standards by collaborating with cross-functional teams and upper-level management across the U.S. and Germany.



Zaniac | Miami, FL

Curriculum Developer & Instructor

April 2016 – June 2018

- Established three STEM curriculums, two of which turned into best sellers, that were purchased by Zaniac's headquarters and adopted across nine U.S. states and ten different campuses. Trained instructors for seamless implementation and successfully pitched the new courses to parent customers, driving enrollment and engagement.

EDUCATION:

- University of Miami | Bachelor of Science in Neuroscience & Computer Science. May 2018
- University of Washington, Software Product Management Certification. August 2022

Skills

Product Strategy & Roadmapping | User-Centered Design & Experience | Data-Driven Decision-Making (Experimentation & KPIs) | Cross-Functional Leadership | Research & Development

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F5 | Seattle, WA

Chief of Staff to Chief Technology Officer

April 2024 - Present

- Built charters for key initiatives such as the AI Center of Excellence, Accelerator Projects, and Strategic Initiatives, to advance key focus areas such as Observability, AI, and Application Delivery Controllers (ADCs).
- Managed an \$11M+ budget to prioritize resource allocation for innovation and accelerator project launches.
- Directed cross-functional alignment with the Board, executive leaders, and partners while developing roadmaps for AI and ADC product, customer, analyst, and partner strategies to ensure alignment with C-suite objectives.
- Developed pitch decks and strategic content frequently leveraged in executive meetings, company meetings, and customer engagements.

Senior Technical Program Manager, Open Innovation

May 2022 – April 2024

- Designed and scaled F5's first global innovation program, driving and housing the creation of over 350 project ideas that spanned product add-ons, new product opportunities, and productivity enhancements.
- Established F5's first AI program, creating a central source of truth for the ethical, secure, and responsible use of OpenAI technologies and LLMs, while safeguarding customer data and sensitive internal data.
- Achieved record levels of global participation by organizing and hosting 12 global innovation events, including hackathons and ideation workshops, which engaged over 1,400 F5 innovators across 34 countries.
- Collaborated with engineering, sales, UX/UI, finance, marketing, and leadership to identify high-impact product opportunities, develop PRFAQs, conduct market research, and deliver roadmaps that secured executive buy-in.
- Led a team of 3 engineers and 12 interns using Agile to deliver in-house applications, including an AI website, rewards portal, innovation hub, and automated idea management platform.
- Expanded innovation presence globally on-site across India, Singapore, United Arab Emirates, Australia, California, and Washington offices, which developed local innovation capabilities and strengthened regional partnerships.

Technical Product Manager

October 2021 – April 2022

- Led the Early Access (EA) program for the next generation of F5's legacy BIG-IP product, collaborating with dozens of stakeholders and premium customers like MasterCard, Walmart, and Ford to tailor features and shape product roadmaps for virtual, hardware, and SPK versions.
- Collected and integrated customer feedback from beta programs, resolving 90% of reported issues pre-launch, refining product specifications, and improving user experiences across key accounts.
- Created impactful sales enablement materials, technical documentation, and end-to-end live product demos, increasing onboarding efficiency by 25% and boosting customer satisfaction ratings by 30%.

Software Engineer

September 2019 – September 2021

- Full Stack DevOps Engineer on BIG-IP System Team, ensured product quality and stability for overseeing quality gates, architecture, and infrastructure for the product pipeline used by 1,000+ engineers.
- Designed and implemented automation tooling to streamline component releases, enabling seamless integration into a unified software release for customer builds.
- Developed tools and infrastructure to optimize every step of the pipeline, leveraging Docker, Kubernetes, CI/CD pipelines, and other DevOps technologies.
- Improved testing processes by implementing automated governance tools, reducing manual efforts by 40% and accelerating release cycles while enhancing product quality.

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