FEDA FITIAN

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SUMMARY:

Passionate and creative leader with 10+ years of experience turning ideas into impactful products and programs. I love collaborating with others to solve meaningful problems and create solutions that add real value for teams and customers. I lead with empathy, kindness, and excitement, and always aim to build a culture where trust, respect, and creativity thrive. Having traveled to 30 countries and speaking three languages, I bring a global perspective, a curious mind, and a deep commitment to inclusivity to every role.

F5 | Seattle, WA

Chief of Staff to Chief Technology Officer   April 2024 - Present

- Defined product vision and CTO strategy by connecting market trends, customer needs, analyst feedback, and executive priorities for AI, Observability, and Application Delivery Controller (ADC) technologies.
- Built two-year product roadmaps while overseeing an $11M+ budget to fund innovation and high-impact projects.
- Created clear, compelling presentations and pitch decks leveraged in company meetings and customer engagements to drive alignment and product awareness.

Senior Technical Program Manager   May 2022 – April 2024

- Designed and scaled F5's first global innovation program, generating 350+ project ideas and overseeing them through their lifecycle from concept to launch.
- Launched F5's first AI program, creating a central source of truth for the ethical, secure, and responsible use of OpenAI technologies and LLMs.
- Organized 25+ global innovation events, such as hackathons and ideation workshops, engaging 1,400+ innovators across 34 countries.
- Collaborated with engineering, sales, UX/UI, marketing, and leadership to build go-to-market strategies and identify innovative product opportunities.
- Led a team of 15+ engineers and interns to deliver in-house apps, including an AI website, innovation hub, automated idea management platform, and rewards dashboard.

Product Management Engineer / Technical Product Manager   October 2021 – April 2022

- Led the Early Access (EA) program for F5's next-gen BIG-IP product, working with major customers like MasterCard, Walmart, and Ford to tailor features and shape product roadmaps based on feedback.
- Improved new product usability by resolving 90% of reported issues pre-launch through close collaboration with customers and engineering teams.
- Developed impactful sales enablement materials, technical documentation, and end-to-end live product demos, boosting customer adoption and driving internal alignment across key stakeholders.

Software Engineer   September 2019 – September 2021

- Full Stack DevOps Engineer on BIG-IP System Team responsible for integrating quality gates and tooling within BIG-IP's product pipeline, supporting 2,000+ engineers with streamlined builds and releases.

- 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 identifying opportunities 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 taught hands-on STEM lessons in computer science and engineering, making technical concepts fun and accessible for high school female students during Girls Who Code summer programs.
- Mentored and led a teaching team, ensuring smooth program execution and expanding community outreach efforts.

Lufthansa Technik | Miami, FL

Intern, Data Analyst & Quality Engineer   November 2018 – June 2019
- Achieved 95% customer retention by optimizing the engine teardown process, leveraging user experience data, and optimizing processes to drive repeat business and open new revenue opportunities.
- Developed FAA-compliant audit plans by collaborating with cross-functional teams across the U.S. and Germany to meet aerospace quality standards.

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.
- Tutored Pre-K-8 students in subjects such as engineering, coding, math, robotics, design, and writing.

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

KEY SKILLS:
- **Product & Innovation Leadership**: Vision, Strategy, Roadmapping, Market Analysis
- **Cross-Functional Collaboration**: Engineering, Design, Marketing, Sales, Executive Teams
- **Data-Driven Decision-Making**: Product Experiments, Metrics, KPIs, Insights Analysis
- **Customer-Centered Design**: UX, Customer Feedback Integration, Go-to-Market Strategy
- **STEM & Education Expertise**: Curriculum Development, Tech-Driven Learning Tools
- **Engineering**: CI/CD, Go, Python, Linux, Automated Testing, CSS, HTML, TypeScript, React, Django
- **Inclusivity**: Community Building, Driving Diversity and Inclusion Initiatives