

David Fernández

Product Manager

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EXPERIENCE

Falcon Trail — Product Manager & Cofounder

Falcon Trail is a cloud-based platform that connects shippers with carriers making the process of moving goods easy and efficient.

Jan 2018 - Jan 2019

- Led product development and market validation
- Closed private beta with three medium-sized logistics companies

Olapic — Product Manager

Olapic's platform allows brands to collect, curate and turn user-generated content into valuable brand assets. Acquired by Monotype (TYPE) in 2016 for 130MM.

Nov 2015 - Nov 2017

- Launched Google Analytics Integration to allow brands to combine their data and decreased support tickets of "data inconsistency" by over 90%
- Released Email Reporting MVP to reduce custom report requests by 3x
- Launched Analytics Dashboard redesign decreasing support tickets by 50%
- Launched a major infrastructure upgrade to support ad-hoc reporting
- Launched QA for Content Moderation and dropped publishing errors to ~0
- Launched a Work Time Tracker and saved 15% of total moderators bill

Olapic — Data Engineer Manager

Sep 2015 - Nov 2017

- Built a Data organization, hiring and leading Data Infrastructure, Business Intelligence, and Analytics Product teams. 14 people in total
- Led the "data-driven" mindset at the company by raising awareness, making data accessible for everyone and educating internal teams
- Created and reviewed initiatives, user stories, roadmap, and product launches
- Coordinated all releases with client-facing teams
- Led and managed direct reports' career path and growth
- Implemented *Chartio* as the default analytics tool for the entire company

Olapic — Analytics Developer

August 2012 - Sep 2015

- Built the tracking API to collect user events on customer sites and internal services with 100MM data points a day
- Migrated Data Infrastructure from MongoDB, Elastic MapReduce and SQS to AWS Redshift and Kinesis Firehose improving performance by 10x and reducing costs of maintenance by 50%
- Implemented support for multiple conversion windows for e-commerce clients processing more than 500 TB of historical data
- Delivered hundreds of reports for enterprise clients writing complex SQL

Tech: MongoDB, AWS (Redshift, S3, EC2, Elastic MapReduce, Kinesis Firehose, Lambda, SNS, SQS), PHP, SQL, Jenkins, Elastic Search.

EDUCATION

Universidad Tecnológica Nacional — Information Systems Engineering

2007 - 2016

Graduation project approved by FONSOFT, a trust fund for software promotion in Argentina.

SVPG How To Create Products That Customers Love Workshop by Marty Cagan

2017

Startup School Online (Y Combinator) — Falcon Trail

2018

PROJECTS

Cuevana.tv — *The #1 website to watch movies and tv shows online in LATAM 2011*

Readsmart — *Manage and revisit all your Kindle highlights in one place.*

<https://readsmart.co/>

The Product Index — *An open and organized directory of the best pieces about Product Management.*

<https://theproductindex.com/>

Posde — *Improve your posture and prevent back pains and aches in just a few seconds.*