



# Luis Calderon

*Product Leader | PLG Expert | AI Innovation*

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## EXECUTIVE SUMMARY

**Data-Driven Product Leader with a proven track record** across iconic brands including Intuit (\$900M TurboTax), Ancestry (\$800M), and eBay (Global Marketplace). Currently CEO of SketchPop (\$3M e-commerce). Distinguished by shipping AI/ML products pre-ChatGPT and deep expertise in **Product-Led Growth (PLG)**, conversion optimization, and consumer scale.

Core superpower is analyzing user behavior to drive ruthless prioritization and measurable growth. Successfully led products serving 4M+ users and managed high-performing product teams. Seeking VP/Director Product roles in PLG, AI/ML, or Consumer Tech.

## PROFESSIONAL EXPERIENCE

### Principal Product Manager (Group PM) - AI/ML

2021 - 2024

*Intuit - TurboTax Self-Employed*

*Led \$900M business unit serving 4M+ solopreneurs. Managed 4 PMs. Delivered 10-15% CAGR (\$100-150M annual growth).*

- **PLG Strategy:** Drove pure PLG motion with zero sales team, optimizing freemium funnels and self-serve onboarding.
- **AI Innovation (Pre-ChatGPT):** Shipped 4 major AI/ML products including Expense Categorization (60% less manual entry) and Deduction Finder (HITL).
- **Conversion Lift:** Analyzed millions of sessions to identify friction points, shipping features that significantly increased freemium-to-paid conversion.
- **Audit Risk Predictor:** Built ML model to predict audit risk, reducing user anxiety and improving retention.

### CEO - AI Transformation

2018 - Present

*SketchPop LLC*

*Acquired and scaled consumer e-commerce business to \$3M revenue with 20% margins.*

- **AI Operations:** Deployed AI chatbots achieving 40% cost reduction while maintaining quality customer service.
- **Growth:** Doubled order volume with same headcount through AI automation and funnel optimization.
- **Data-Driven Marketing:** Used cohort analysis and A/B testing to optimize pricing, bundling, and retention strategies.

## Founder & Principal Consultant

2024 - Present

*GrowthAlchemyLab*

- **AI Strategy:** Advise consumer/PLG companies on AI product strategy and LLM implementation for measurable ROI.
- **Impact:** Helping clients achieve 30-50% cost reduction through operational AI deployment.

## Managing Partner

2018 - Present

*Epilogue Capital*

- **Investment Thesis:** Acquire and operate profitable consumer/SMB businesses where product improvements and AI can drive growth.

## Director of Product - Growth

2016 - 2017

*Ancestry*

- **Mobile Growth:** Led mobile app conversion initiative achieving **30% lift** in subscriptions.
- **Revenue Lift:** Built and rolled out abandon cart campaigns resulting in 5% revenue lift.
- **Optimization:** Designed new shopping experiences improving top-of-funnel customer acquisition.

## Product Leader - Payments & Customer Connection

2013 - 2015

*eBay Marketplaces*

- **\$100M+ Lift:** Led checkout optimization initiatives achieving +2% conversion improvement at global scale.
- **Analytics Leadership:** Led global payments analytics team providing strategic insights for product decisions.
- **Operational Excellence:** Reduced checkout defects by 33% through improved quality processes.

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## Early Career History

- **Doctor.com (2017-2018):** Director of Product Management. Launched provider platform increasing engagement 15%.
- **Tile (2015-2016):** Growth Product Leader. Defined and launched hardware-as-a-service subscription program.

- **Accenture (2010-2012):** Management Consultant. Strategy focused on Marketing, Sales, and CRM transformation.
- **Bebarang (2009-2011):** Co-Founder. Built online e-commerce exchange platform from 0 to 1.

EDUCATION

<b>MBA &amp; MS (Dual Degree)</b> , <i>University of Michigan - Ross School of Business</i>	2011
<b>BS Electrical Engineering</b> , <i>University of Virginia</i>	2003

SKILLS

Product & Strategy

Product-Led Growth (PLG), Consumer Tech, Roadmap Strategy, A/B Testing, Conversion Optimization, Go-to-Market

AI & Technology

AI/ML Product Mgmt, LLMs (GPT-4, Claude), HITL, Prompt Engineering, Predictive Analytics