Luis Calderon

Product Leader | PLG Expert | AI Innovation

luis@calderon.com • 703.786.7899 • San Diego, CA • linkedin.com/in/luiscalderonmba

EXECUTIVE SUMMARY

Data-Driven Product Leader with proven track record driving measurable growth across iconic brands including Intuit ($900M TurboTax), Ancestry ($800M subscription business), and eBay (Global Marketplace). Currently CEO of SketchPop ($3M e-commerce). Distinguished by shipping AI/ML products years before ChatGPT became mainstream and deep expertise in **Product-Led Growth (PLG)**, conversion optimization, and scaling consumer products to millions of users worldwide. Core superpower: transforming user behavior data into ruthless prioritization and measurable business outcomes. Seeking VP/Director Product roles where PLG expertise, AI/ML innovation, and consumer scale experience drive strategic impact.

PROFESSIONAL EXPERIENCE

Principal Product Manager (Group PM) - AI/ML
Intuit - TurboTax Self-Employed

2021 - 2024

Led $900M business unit serving 4M+ solopreneurs. Managed team of 4 Product Managers. Delivered 10-15% CAGR ($100-150M annual growth).

- **PLG Strategy & Execution:** Architected pure product-led growth motion with zero sales team, optimizing freemium funnels and self-serve onboarding flows. Analyzed millions of user sessions to systematically eliminate friction points through rapid experimentation framework.
- **AI Innovation (Pre-ChatGPT Era):** Pioneered 4 major AI/ML products including ML-powered Expense Categorization reducing manual entry by 60%, Deduction Finder catching average $2K+ in missed deductions per user, and audit risk predictor. Shipped production ML models 2+ years before GPT mainstream adoption.
- **Data-Driven Conversion & Leadership:** Led comprehensive analysis identifying high-impact friction points, shipping targeted features driving freemium-to-paid conversion lift. Mentored 4 PMs fostering experimentation culture while consistently delivering quarterly growth targets.

CEO - AI Transformation & Scaling
SketchPop LLC

2018 - Present

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

- **AI-Powered Operations & Growth:** Early adopter deploying intelligent chatbots achieving 40% cost reduction while maintaining quality. Doubled order volume without increasing headcount through strategic AI automation and conversion funnel optimization.
- **Data-Driven P&L Excellence:** Applied rigorous cohort analysis, LTV modeling, and A/B testing to optimize pricing, bundling, and retention. Managed full P&L achieving sustainable growth through disciplined metrics focus.

Founder & Principal Consultant
GrowthAlchemyLab

2024 - Present

- **AI Strategy & Implementation:** Advising consumer and PLG companies on practical AI product strategy and LLM implementation. Helping clients achieve 30-50% operational cost reduction. Expertise in prompt engineering, RAG systems, and human-in-the-loop workflows.

Managing Partner
Epilogue Capital

2018 - Present

- **Investment & Operations:** Acquire and operate profitable consumer/SMB businesses where product improvements and AI capabilities unlock growth potential. Portfolio strategy combines operational excellence with technology leverage.

Director of Product - Growth

2016 - 2017

Ancestry

Led growth product initiatives for $800M subscription business serving millions of family history enthusiasts.

- **Mobile Conversion Excellence:** Led mobile app initiative achieving **30% lift** in subscription conversion through systematic funnel optimization and UX improvements across iOS and Android platforms.
- **Revenue Growth Initiatives:** Designed and launched automated abandon cart campaigns resulting in 5% revenue lift. Created shopping experiences improving customer acquisition efficiency and trial-to-paid conversion.

Product Leader - Payments & Customer Connection

2013 - 2015

eBay Marketplaces

Led payments product and analytics for global marketplace serving hundreds of millions of users.

- **$100M+ Revenue Impact:** Led global checkout optimization achieving +2% conversion improvement across eBay's massive user base, translating to over $100M in incremental annual revenue through rigorous testing methodology.
- **Analytics Leadership & Operational Excellence:** Managed global payments analytics team providing strategic insights. Built comprehensive dashboards enabling data-driven decision making at scale. Reduced checkout defects by 33% through improved processes.

Early Career History

- **Doctor.com (2017-2018):** Director of Product Management. Led provider engagement platform launch increasing provider interactions by 15%. Managed healthcare product portfolio balancing regulatory requirements with user experience.
- **Tile (2015-2016):** Growth Product Leader. Defined and launched hardware-as-a-service subscription program driving recurring revenue model.
- **Accenture (2010-2012):** Management Consultant. Strategy consulting for Fortune 500 clients focused on Marketing, Sales, and CRM transformation.
- **Bebarang (2009-2011):** Co-Founder. Built e-commerce exchange platform from concept to launch, gaining entrepreneurial foundation.

EDUCATION

MBA & MS (Dual Degree), *University of Michigan - Ross School of Business*　　　　　　　　　　　　2011

BS Electrical Engineering, *University of Virginia*　　　　　　　　　　　　2003

CORE COMPETENCIES

Product & Growth Strategy

Product-Led Growth (PLG) • Freemium & Self-Serve Models • Consumer Product Strategy • Conversion Rate Optimization • A/B Testing & Experimentation • Funnel Analysis • Roadmap Prioritization • Cohort Analysis • LTV Modeling

AI & Technology Leadership

AI/ML Product Management • Large Language Models (GPT-4, Claude) • Human-in-the-Loop Systems • Prompt Engineering • RAG Systems • Predictive Analytics • Data-Driven Decision Making • Cross-Functional Leadership