

# MARIO SALOMON

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## PRODUCT MANAGER | PROJECT DIRECTOR

Highly effective Product Manager and Project Director specializing in product vision, execution and operation. Offering an array of skills in product management, consultation, analyzing metrics that inform product success, incentive management, networks, continuous process improvement, optimizing efficiency, and maximizing resources. Proven ability to utilize data to remove ambiguity and elevate confidence in critical decision making. High impact contributor with practice and enjoyment in taking concepts from idea to product that impact thousands of people on a daily basis. Adept at monitoring progress to ensure maximum results and growth. Track record of success conceptualizing and leading simultaneous projects in dynamic environments.

### SUMMARY OF QUALIFICATIONS

- *Product Design & Development*
- *Engineering*
- *Post-Launch Optimization*
- *Budget Management*
- *Market Launch & Operations*
- *Data Analytics & Insights*
- *Quality Assurance & Control*
- *Expanding Brand Awareness*
- *Building & Scaling Successful Startup*
- *Logistics Management*
- *Strategic Business Development*
- *Innovative Product Delivery*
- *Product Marketing*
- *Behavior Analytics*
- *Improving Customer Service*
- *Go-To-Market Planning*
- *Project Leadership*
- *Cross-Functional Collaboration*

### PROFESSIONAL EXPERIENCE

#### DIRECTOR OF PRODUCT OPERATIONS

January 2016 – Present

##### Metropia, Inc. (2013 – Present)

As one of the first hires for software startup, played a direct and critical role in helping Metropia grow from \$500K valuation and three FTE to a B round pre-money valuation of \$30M and 30 employees. Dynamic role covers a wide array of responsibilities, including strategic development, product management and often run sprints with the development team in additional roles such as back-end developer, ui/ux designer, qa/qc eng, and researcher.

- *Lead skilled and undersized team to **consistently outperform KPIs** and grow in depth and width of knowledge.*
- *Spearhead vision, road mapping, and development of multiple services, including traffic, helpdesk, shop, dynamic mobility visualization, inbox, and other services.*
- *Serve as Product Manager for two product lines, Travel and Transact, as well as Director of Product Operations, each responsibility includes direct oversight of numerous complex and critical areas for successful completion.*
- ***Enhanced Metropia user retention** metrics in two markets from 23% to 67% by making key product changes.*
- *Streamlined development of networks into a back-end service while **increasing service area** from 70K miles to 473K miles and deployed thousands of updates to keep mapping networks up to date without increasing FTE.*
- *Launched Metropia production in three new markets and Metropia Beta in four markets, **increasing market launch efficiency by 45%** while decreasing the operational cost per launch 56% via process automation.*
- *Improved systematic feedback collection, **increased customer satisfaction from 91% to 98%** and decreased the response time from 121 hours to 17 hours while the **active user base grew 250%** without increasing FTE.*
- *Managed budget that is expected to rise by 50% in 2018 from time of hire in 2016.*

#### PRODUCT OPERATIONS ENGINEERING LEAD

October 2014 – January 2016

##### Metropia, Inc. (2013 – Present)

Drove a small team of staff and interns to achieve various company roadmap and product milestones.

- ***Upgraded routing network** by switching to OSM and implementing multiple algorithm solutions to match and enhance networks for higher quality as well as simplified deployment procedures and nulled network complaints.*

- Transformed the QA department by designing and implementing rigorous and scalable processes and technologies to the BackEnd services, FrontEnd App, and Clients that led to overall system improvement.
- **Achieved android app rating increase from 3.5 to 4.2 stars and iOS app increase from 3.8 to 4.3 stars.**
- Headed multiple product rollouts as product owner and participated in projects as backend engineer for python based frameworks, quality engineer or UI/UX designer.

#### PRODUCT OPERATIONS ENGINEER

September 2013 – October 2014

##### Metropia, Inc. (2013 – Present)

Generated Alpha and Beta testing by communicating with local teams to ensure quality of product and oversaw Beta Launch of Austin and Tucson.

- Developed user testing suites (Smartrek) as well as **identified key flaws** and created multiple prototypes while leading the application redesign under a new name, Metropia.
- Implemented UI/UX analytics to further improve the app by studying and analyzing reservation and trip patterns to **optimize incentives and shift travel time patterns.**
- Supported QA/QC by testing all the implementations of the UI/UX and the Back-End integration.

#### PROJECT DIRECTOR – UTEP BIKE SHARE SYSTEM

May 2013 – August 2013

##### University of Texas at El Paso (2011 – 2013)

Strived to take bright conceptual ideas that would positively impact the University and make them a reality.

- Drove Socio-Techno-Economical approach toward design, development and life cycle of Bike Sharing Systems.
- Obtained proposal approval and **granted \$33,600 for project development** and completion.
- Received \$2M CMAQ Grant for City of El Paso and UTEP for shared Bike-Share Program.

#### PROJECT DIRECTOR – MINER RECYCLING SYSTEM

January 2013 – August 2013

##### University of Texas at El Paso (2011 – 2013)

Steered a systematic approach to design and implementation of a recycling system at UTEP geared to making recycling self-sustainable and profitable.

- Submitted approved proposal and received \$38,400 for the project.
- Supervised development and phase 1 deployment for a \$120K investment to deploy on two campus buildings.
- **Increased recycling from 8% to 42% after the first semester of implementation.**

#### PROJECT DIRECTOR – STUDENT BUSING SYSTEM

May 2012 – May 2013

##### University of Texas at El Paso (2011 – 2013)

Led a team to use a Systems Engineering approach to design a University Transit System to create transformational impact through lasting changes in commuter behavior.

- Granted \$36,781 for project after receiving approval for submitted proposal.
- **Designed and tailored a University Transit System** for UTEP 2013 students.

#### RESEARCH ASSISTANT – RIMES

October 2011 – March 2013

##### University of Texas at El Paso (2011 – 2013)

Acted as research assistant for the Research Institute for Manufacturing and Engineering Systems (RIMES).

- **Initiated System Architecture development** for RCES (Regional Cyber & Energy Security Center).
- Worked on various other research projects, including a Knowledge Repository System.

### EDUCATION AND CREDENTIALS

#### Master of Science – Systems Engineering (MSSE)

University of Texas at El Paso (UTEP) - 2013

#### Bachelor of Science – Electrical Engineering (BSEE)

University of Texas at El Paso (UTEP) - 2013

#### Scrum Master Accredited Certification

International Scrum Institute - 2015