Ray Joseph
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Head of Product | Gaming & Esports | Product Strategy & Delivery

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About Me

I am a results-driven professional adept at navigating complex projects and spearheading product initiatives in dynamic environments. My leadership style cultivates collaboration and trust, translating long-term vision into pragmatic execution. By anticipating challenges and embedding innovation into operations, I deliver quantifiable outcomes that bolster market position and fuel sustainable growth.

Education

UNIVERSITY OF BATANGAS   2007 - 2011
Bachelor of Science Information & Communication Technology

Skills

- Product Strategy & Roadmap Development
- Agile, Scrum & Lean Leadership
- Requirement Gathering & Prioritization
- Stakeholder & Vendor Management
- Data-Driven Decision Making
- B2B & B2C Product Delivery
- AI & Automation

Key Project Highlights

- **Web3 Gaming Platform Delivery:** Led the on-time and on-budget delivery of a complex digital gaming platform incorporating a play-to-earn (P2E) model. Coordinated all project phases, from planning the tokenomics and smart contract functionalities to managing the integration of crypto wallets for seamless user onboarding and asset management.

- **Agile Transformation Initiative**: Spearheaded the successful transition from a traditional waterfall model to an Agile/Scrum framework for a 30-person development division. This initiative increased deployment frequency, improved product quality, and enhanced team morale, resulting in a 25% gain in overall project delivery efficiency.

- **Large-Scale Event Portfolio Management**: Managed the planning and execution of a portfolio of over 50 large-scale digital and live events. Oversaw all operational aspects, including budget management, resource scheduling, vendor negotiations, and cross-functional team coordination, consistently delivering high-quality experiences for participants and sponsors.

Experience

Head of Product   Present
Iconic Technologies L.L.C-Fz "Gamecentric"

- Directed the project lifecycle for an enterprise platform, incorporating Web3 features for player asset ownership and leveraging AI to create dynamic in-game environments and personalized user experiences.
- Utilized AI-driven analytics and predictive modeling to analyze player behavior, informing the project roadmap for features related to token-based reward systems
- Introduced automation frameworks for testing and deployment (CI/CD), reducing manual effort and accelerating release cycles for new platform features.
- Lead the adoption of Agile/Scrum methodologies, leading to a 25% improvement in development cycle efficiency and a significant reduction in time-to-market.
- Served as the key point of contact for enterprise partners, managing expectations for projects involving complex technical integrations, including crypto wallets, smart contracts, and AI-powered systems.

Product Owner - Esports Platform   2022- 2023
Gamers Hub Media Events

- Managed the project roadmap for a client-facing esports platform, researching the application of AI for adaptive difficulty and blockchain for tournament integrity.
- Conducted competitor analysis on emerging play-to-earn (P2E) models and AI-driven personalization in gaming to inform project specifications and platform workflows.
- Oversaw project milestones to improve platform reliability and UX, resulting in higher user retention and engagement.
- Collaborated with developers, designers, and marketing teams to ensure cohesive and on-time project delivery.

Production Manager - Esports Festival   2019- 2022
Gamers Hub Media Events

- Planned and delivered a portfolio of 50+ large-scale digital projects and esports events across MENA.
- Oversaw all project operations, including resource scheduling, risk management, and cross-functional team coordination.
- Managed relationships with major sponsors and technical partners, ensuring alignment on deliverables and increasing event revenue.
- Applied data-driven insights to improve project workflows and participant satisfaction for all events.