

Ralph Bautista

U.S. Citizen • Authorized to work in the United States

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SUMMARY

Product executive who converts ambiguous ideas into shipped, data-rich AI solutions. Fifteen years guiding cross-functional teams—leading the design and execution of green-field solutions from discovery through launch—across EdTech, B2B SaaS, and services engagements. Blend of strategy, technical depth, and servant leadership: I speak React and Snowflake with engineers, Power BI and NPS with business stakeholders, and ROI with the C-suite.

CORE COMPETENCIES

- Product Strategy & Road-mapping, Client Discovery & Consulting
- Data & AI: Snowflake, Power BI, Mixpanel, SQL, LangChain/ChromaDB RAG
- ML / Heuristics, Prompt Engineering, MLOps (early)
- Identity & Access Mgmt (OAuth, SAML, LTI) - GDPR/CCPA Compliance
- Agile / Scrum Leadership - Cross-functional Team Coaching

PROFESSIONAL EXPERIENCE

Sandlot – Makati, Philippines

Product Director | April 2025 - Present (*Contract - 3 months*)

The Princeton Review – New York, NY

Senior Director of Product, AI & Initiative Projects | Mar 2022 - Apr 2025

- **AI Recommendation Engine (SaxeCap):** Led our push to AI by partnering with a PE firm, SaxeCap to build an MCAT recommender to help students study against their weaknesses; designed a recency-weighted heuristics in Jupyter for a pre-production v0; which cut student prep time by 15% in early testing.
 - Designed and tested and shipped a widget interaction which integrated seamlessly to a broad range of student study habits.
 - Designed and shipped an asynchronous recommendation microservice (queue-backed) that pulls student interaction data from **Snowflake**. The ingested data goes through a multi-factor weighting algorithm—easiness, deviation, and recency—aggregated to Assessment Objectives. Implemented a denormalized analytical table that dropped query latency from 30-90s to <5s for roughly 10,000 students' data. This improved the scheduled job from 250 hours to 13-14 hours, and enabled us to run the job nightly, over shooting our technical and value metrics.
- **Power BI migration:** Replaced static SQL reports with interactive Power BI dashboards for 5 business units; slashed ad-hoc report tickets 40%.

- **Vendor-Led .NET to React UX Overhaul:** Ran discovery, Figma prototype & Maze validation, and exec pitch securing 7-figure budget; integrated Snowflake, Jenkins CI/CD, Affirm payments; release cycles 45 % faster, NPS
- **IAM & Compliance:** Delivered OAuth/SAML/LTI integrations & GDPR/CCPA governance; support calls down 30%.
- Managed 5 PMs and 1 Product Designer; instituted various discovery and UAT processes that accelerated project delivery by 3.5x

Director of Product, Student Dashboard, AET, CST | Jul 2019 - Feb 2022

- Built third-gen Assessment Engine; 400 % faster project turn-around.
- Created data framework & BI tooling that unified KPIs across markets and reduced release risk.
- Led V4 Student Dashboard (React + Atomic Design) achieving WCAG AA accessibility.

Product Manager, AET and Content | November 2018 - June 2019

- Managed 6 000 content objects across 31 test types; maintained adaptive-test integrity for 77 000 Q-bank items.
- Streamlined content workflow: drove 2-week release cadence via discovery/testing cycles; optimised CMS & CDN pipelines.
- Developed "Success Story" feedback tool capturing NPS ratings and stories for marketing re-use.

Tutor.com – New York, NY

Product Coordinator | Mar 2016 – Oct 2018

- Chained Async/Writing Product: Gathered requirements & specs for new longitudinal writing workflow; enabled re-submission to same tutor asynchronously.
- Authored master spec for Client Report Overhaul; decomposed into four incremental releases aligning with dev capacity.
- Implemented ≥ \$400 K new business via LTI-SSO & SIP2 integrations; maintained high-value contracts.
- Wrote SQL queries & HTML/CSS snippets for SSO instructions; generated 3 weekly & 5 monthly client reports driving \$1.5 M annual revenue.
- Supported Product Director on SSO configs, platform fixes, and ad-hoc SQL analytics, freeing him to focus on high-impact initiatives.
- Implemented \$300 K new Higher-Ed & Library business in first year.
- Salesforce admin for institutional campaigns, data hygiene, and bulk uploads.
- Revamped Skillcenter DB resources and produced complex SQL datasets to boost renewals.

SchoolMessenger - St. Louis, MO

Project Manager | Nov 2014 – Dec 2015

- On-boarded K-12 districts to SchoolMessenger platform; configured PHP data-integration scripts and SQL/ODBC connections.
- Managed SFTP automation on Linux for secure, high-volume districts.

SIDE PROJECTS

- **LangChain/ChromaDB RAG Prototype** – Vector DB + DL reranker for résumé matching; SQLAlchemy schema & FastAPI service layer.

- **Full-Stack CRM (Node/Express + React)** - Modular REST API with AI chat, JWT auth, and customer/order dashboards.

EDUCATION & CERTIFICATIONS

- AI for Everyone – Deeplearning.ai / Andrew Ng (2023)
- Advanced Web Dev Bootcamp: React/Redux – Udemy (2022)
- Web Developer Bootcamp: MEAN – Udemy (2018)
- B.A. Psychology – UC Riverside (2012)

TECHNICAL TOOLKIT

- Transact-SQL & Mixpanel & BI & Snowflake
- AI / ML & LangChain & ChromaDB & OpenAI API & scikit-learn
- Dev/Ops & Postman & React & REST & OAuth/SAML
- Product & Design & Figma & Miro & Jira & Confluence & Maze