

Alessandro M. Ledesma

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Utilizing over a decade of Product and Category Leadership experience across diverse industries, I'm currently advancing my skills through the Software Engineering bootcamp at Flatiron School, focusing on a transition to Technical Product Management. With a background spanning the entire product lifecycle, from development to maturity and decline, I'm driven by a passion for innovation. My objective is to apply my extensive expertise in Product, alongside strategic and analytical skills, to effect meaningful and adaptable change in the tech space.

AREAS OF EXPERTISE:

Product Strategy & Lifecycle Management	Software Planning & Development	Agile Methodologies (Scrum, Kanban)
Product Roadmap Planning & Development	HTML/CSS/JavaScript/React/Python	Backlog Management & Sprint Planning
Supply Chain Forecasting Management	UX/UI Design and Optimization	Qualitative Data Analysis (SQL)
Product Marketing & Go-To-Market Strategy	Market Research & Analysis	Problem Solving & Algorithmic Thinking

PROFESSIONAL EXPERIENCE:

Senior Manager of Product Management, Laundry and Styler (July 2017 – April 2024)

LG Electronics, Inc., Englewood Cliffs, NJ

- Managed \$3.2B in LG Laundry category sales, achieving 65% growth in a stagnant market since 2017, driving major product launches and expanding market share by \$1B+.
- Crafted US Laundry product vision and category strategies, aligned with key stakeholders that drove new category innovation and market disruption against competition.
- Developed US market strategy and account positioning, achieving ~37% yearly growth across major retail accounts and driving profitable growth through exclusive SKU creation and logistics enhancements.
- Served as a central resource for stakeholder engagement, providing expertise in product knowledge, consumer behavior, and strategic initiatives while leading cross-functional teams and supply chain management efforts.

Senior Category Marketing Manager, Photo Supports (October 2014 - July 2017)

Vitec Imaging Distribution (Vitec Group, plc), Upper Saddle River, NJ

- Managed \$32M in core Manfrotto and Gitzo Photo Supports premium brands, achieving constant year-over-year growth of 3% through extensive historical and market analysis in a stable, yet declining market.
- Targeted CE market, photo specialty small business owners, and end consumers through channel segmentation, trade events, and digital marketing, resulting in a 50% increase in social following, 6% increase in incremental sales, and a 60% increase in direct e-commerce sales.
- Spearheaded account management for online Costco channel from inception to market, driving \$460k of incremental business in 2016.
- Collaborated with account management to optimize product mix and provide market insight to retail partners in the Photo Specialty and Consumer Electronics channel, achieving lean inventory planning and a 25% reduction in product returns.

EDUCATION:

Software Engineering, Full-Time Bootcamp (Expected Graduation: August 2024)

Flatiron School, New York, NY

Bachelor of Science, magna cum laude, Direct and Interactive Marketing (May 2013)

State University of New York, Fashion Institute of Technology, New York, NY