Alessandro M. Ledesma

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PRODUCT MANAGEMENT PROFESSIONAL

With over a decade of experience in Product and Category Leadership, I bring strategic vision, creativity, and a blend of technical and analytical skills to drive success. I have a track record of managing multi-million-dollar portfolios, launching market-leading products, and driving growth. With an entrepreneurial mindset, I treat every product as its own business, focusing on innovation, differentiation, and customer-centric strategies. My expertise in data analysis, agile methodologies, and product development enhances my ability to lead cross-functional teams, optimize product life cycles, and deliver measurable impact in a dynamic organization.

Product Management Areas of Expertise

Product Vision & Go-To-Market Strategy | Product Lifecycle Management | Data-Driven Decision Making & Analytics | Agile Methodologies & Process Optimization (Scrum, Jira, Confluence) | Brand, Product & Channel Marketing | Digital Transformation & Innovation | Cross-Functional Leadership | Customer Experience Enhancement | Supply Chain Optimization & Demand Forecasting

Technical Skills

Software Development | HTML/CSS | JavaScript/React | Python/Flask | API Integration | Data Analysis (SQL) | UX/UI Design

Technical Projects

Norman AI | Empowering effective Customer Service with the power of AI   [GitHub](#)
Developed an AI-driven customer support ticketing system to enhance resolution efficiency.
- Built a web app with Flask and React for ticket management, incorporating AI-generated response drafts.
- Streamlined the workflow with status and tag categorization, improving response accuracy.
- Tech Stack: Flask, React, TailwindCSS, OpenAI API, Firebase.

Gingham NYC | Connecting Vendors in Farmers Market's with Consumers   [GitHub](#)
Developed Front End in a collaborative project that reduces waste by helping vendors sell overage products.
- Designed and implemented key features within front end development, creating a functioning web application.
- Cultivated the applications product proposition and varying user stories for continuous improvement.
- Tech Stack: JavaScript, React, Python, Flask.

PROFESSIONAL EXPERIENCE

LG Electronics, Inc.   **Englewood Cliffs, NJ**
Senior Manager of Product Management, Laundry and Styler   **July 2017 – April 2024**
- Led the $3.2B Laundry category to 65% growth and expanded market share by $1B+ by developing innovative product strategies, launching market-disruptive products, and optimizing go-to-market plans to outpace competitors in a stagnant market.
- Increased user engagement by 35% and app downloads by 20% by spearheading the software and service roadmap for the ThinQ app, leveraging AI and ML to create consumer-focused features that simplified user experience and improved brand loyalty.
- Reduced time to market by 25% and enhanced product responsiveness by driving the adoption of agile methodologies across cross-functional teams, including engineering, marketing, and supply chain.
- Achieved 50% growth in smart home ecosystem integration by leading digital transformation initiatives that incorporated IoT connectivity, AI-driven features, and smart appliance functionalities, significantly enhancing consumer experience and product differentiation.

Vitec Imaging Distribution (Vitec Group, plc)   **Upper Saddle River, NJ**
Senior Category Marketing Manager, Photo Supports   **October 2014 – July 2017**
- Delivered consistent year-over-year growth of 12% for a $32M portfolio of premium brands by leveraging market analysis, consumer insights, and innovative product positioning in a declining market.
- Optimized inventory planning and reduced product returns by 25% through collaboration with engineering and digital teams to implement data analytics and refine the product mix based on market demand.
- Increased direct e-commerce sales by 60% and social engagement by 50% by leading digital marketing initiatives, including SEO, content strategy, and CRM integration, to drive customer acquisition and retention.
- Boosted incremental sales by 6% by partnering with product development teams to refine technical specifications, enhance user experience, and ensure product-market fit.

EDUCATION

Flatiron School   **New York, NY**
Software Engineering, Full-Time Bootcamp   **August 2024**

State University of New York, Fashion Institute of Technology   **New York, NY**
Bachelor of Science in Direct and Interactive Marketing | magna cum laude   **May 2013**