Alessandro M. Ledesma

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TECHNICAL PRODUCT MANAGER

Building upon a decade of Product and Category Leadership experience, I have developed a powerful technical skill set, positioning me perfectly for a seamless transition into Technical Product Management. My deep expertise in product management, combined with a relentless passion for innovation and a strong analytical acumen, empowers me to drive transformative change in the tech industry. I am eager to spearhead initiatives that enhance user experiences, optimize processes, and deliver measurable business outcomes in a forward-thinking tech environment.

Product Management Areas of Expertise

Product Vision & Go-to-Market Strategy | Product Roadmap Planning & Development | Brand, Product & Channel Marketing | Data-Driven Decision Making | Supply Chain Forecasting & Management | Cross-Functional Leadership

Technical Skills

Software Planning & Development | Agile Methodologies (Scrum, Jira, Confluence) | HTML/CSS | JavaScript/React | Python/Flask | API Integration & Management (OpenAI, Google Maps) | Qualitative Data Analysis (SQL) | UX/UI Design | Database Management

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.

mUFO | Mission based computer game built with Pygame, a Python library used to create 2D games   **GitHub**
An alien adventure game where players capture cows on Earth while avoiding police, military, and conspiracy theorists.
- Collaborated and developed animation for characters, targets and enemies utilizing Python's Pygame package.
- Created frontend, backend and database capabilities for leaderboards and scoring using SQLAlchemy.
- Tech Stack: Python, Pygame, SQLAlchemy.

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**