



TIM FRIETAS

PRODUCT MANAGER



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timfrietas



timfrietas.com

EDUCATION

UC SANTA CRUZ

- Class of 2003
- Summa cum laude
(Highest Honors)
- B.A.: Literature
- Minor: Electronic Music
- GPA: 3.94

SKILLS

- Leadership
- Product strategy
- Organizational design
- User Research
- Data-driven development
- Dev Methodologies
(Agile, Scrum, Kanban)

ABOUT ME

I've been building products and teams for more than ten years. I love delighting users, sweating the details, delivering quickly and shipping often. I believe software is a team sport!

EXPERIENCE

HEAD OF PRODUCT | STAE

March 2017 - Present

- * Define and execute the go-to-market strategy for the world's most human-centered urban tech company
- * Conduct ethnography and user testing to inform the roadmap
- * Establish key partnerships and product marketing strategy
- * Responsible for UX of public website and enterprise SaaS platform
- * Own the long-term vision and key metrics used to define success

DIRECTOR OF PM, SEARCH AND PLATFORM | GIPHY

March 2016 - Feb 2017

- * Owned Giphy API and user-facing search and discovery
- * Integrated directly with major partners (TWTR, FB, Tinder, etc.)
- * Scaled API from tens of millions to billions of requests per day
- * Built Giphy's ETL and data analytics pipeline to provide business metrics and track trends in content and user behavior
- * Optimized search conversion and engagement by >40%
- * Managed global content distribution and internationalization

LEAD PM, INFRASTRUCTURE | DIGITALOCEAN

March 2015 - March 2016

- * Ran Product for the Storage and Compute teams
- * Helped define company strategy and long-term roadmap for Storage, Compute, Database and Monitoring offerings
- * Owned P&L and execution of Digital Ocean's first major new offering (block storage)

TECHNICAL PRODUCT MANAGER | AMAZON

January 2006 - March 2015

- * Held several roles of increasing responsibility across Prime Video and Fulfillment by Amazon teams
- * Last role: led Amazon's 3rd party seller computer vision product team