

Contact

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Top Skills

Artificial Intelligence (AI)

Digital Media

Natural Language Processing (NLP)

Senior Product Manager Senior Product Manager

Ai Machine Learning Robotics SaaS Digital Media NLP Drone Facial Recognition Macbook iPhone iWatch M1

New York City Metropolitan Area

Summary

Senior leader marketing management product manager product development channel manager brand manager professional, with 5+ years of progressive leadership in marketing, product/program management, and hardware/software development support. Served as agile cross-functional collaborator, harnessing the capabilities of all stakeholders, to produce exceptional outcomes. Achieved AI milestones in intelligent assistants and speech recognition. Designed groundbreaking supply chain management tool, program manager tool, streamlining shipping operations for continuous product flow. Played leadership roles in building digital publishing and online retail divisions. Targeting roles as marketing/strategy manager, product manager, product marketing manager, or non-technical program manager, leveraging broad skill set and demonstrated success in assuming progressively higher roles, in rapidly changing environments.

Software development in Windows, iOS / Android app, embedded software / FW

Hardware development in managing ODM / OEM programs.

Adobe, Jira / Confluence, SaaS, Google Suite, Cloud, API, MS Office, Agile / Scrum / WaterFall

System integration in Data, NLP, AI, ML, IOT devices, consumer electronics, robotics and autonomous driving vehicle. Program

management in software and hardware product development

Azure Chrome OS SQL Product Crystal Reports Testing Windows

Billing Database Partnerships Performance Testing Banking

Transactions Microsoft Access Product Management Startup

Technical Troubleshooting Vendors Business Objects SaaS

Educating Customers It Solutions Performance Analysis Principal

Product Sql Server System Performance Data Migration Migration

Reporting Design Analytics Consulting Content Debugging

Educating Hardware Instrumentation Inventory Java JDBC KPIs

Metrics Web Application SQL Crystal Team Azure Teams Software Product Reports Developer Data Software Developer Developer System Applications Server Services Defined Managed Customers Performance Analysis Application Software Developer Developer Crystal SQL Azure Team Reports Software Teams Data Developer Server Services Talent Performance System Applications Defined Managed Customers Analysis Application AWS Cloud Advertising ·Business Strategy ·Training ·Cross-functional Team Leadership ·Microsoft Technologies ·Channel Partners ·Cybersecurity ·Enterprise Software ·Vertical Marketing ·SEO ·CRM ·Leadership ·Account Management ·Sales ·Business-to-Business (B2B) ·Product Launch ·Go-to-market Strategy ·Strategic Planning ·Integrated Marketing

Experience

Apple

Manager Ai Machine Learning Robotics SaaS Digital Media NLP Drone Facial Recognition

2005 - Present (15 years)

Led team that develop the new M1 chip for Mac Series.

Leading teams of PhDs, Machine Learning, Nobel Laureate, NLP, Computer Vision, Robotic, AI Scientist, Engineers, Big Data and Software Engineers for developing innovative cloud applications to grow technology companies.

Experience with Canada's Department of Natural Defense and UK Ministry of Defense on matters like intelligence, AI, ML, 3D, drone, cybersecurity, facial recognition, computer vision, and NLP.

Orchestrated development and management of advertising, sales training programs and merchandising to grow global user base while managing an annual procurement budget of \$20 million

Worked on and started several awesome, impactful projects with stellar teams for Apple TV Streaming

Led the expansion of AppStore ads marketplace in 50+countries focused on optimizing relevance of ads viewed by 100M users annually—leveraging machine learning algorithms to match a user query with appropriate ads

- Search Relevance and retrieval algorithms with API
- Evaluation and Analysis (live experiments, traffic trends using organic and ad

logs). Took over the human evaluation when it was fairly small and grew it to a large

initiative. drove improvements in spelling algorithm.

- Led a team of data scientists to design models that recommend and generate insights for advertisers to optimize their marketing campaigns.

Led initiatives to improve user interface code architecture, performance, and test coverage to maximize the reusability of the code. Developed tool to track user click behavior on a web page.

Engineer + Developer Product Manager

Program Manager + Software Engineer Marketing Manager

Product Manager + Program Manager + Technical Program Manager

Technical Program Manager + Engineering Program Manager

Technical Program Manager + Software Engineer + Product Owner

+Marketing Manager

Apple

Product Manager Engineer Robotics Digital ML AI NLP Algorithm

2000 - 2004 (4 years)

UX methodologies leading to reduced design time and increased data for informed designs. Unsupervised Learning Generative Modeling Deep Neural Networks Deep Reinforcement Learning Generative Adversarial Networks Causal Reasoning

Developed methods of analyzing existing data from analytics and client databases increasing visibility of trends.

Refined study methodologies to include face to face interactions with customers leading to increased quality of results in desktop and mobile applications.

Created communication methods to share study results which increased transparency in design decisions.

Implemented designer training modules that improved quality and consistency of solutions output.

Won hackathon twice. This involved competing against more than 100 teams and resulted in recognition from CEO and the ability to launch our hackathon product to millions of users.

Implemented several features that enhanced onboarding experience for Mail users which resulted in an increase in daily active users by 5% and engagement by 10%

Built internal tools to improve customer experience

developed an ability

to visualize user click patterns that enabled engineers to quickly debug crash

reports.

Experience with AWS, Azure, Google Cloud, IBM cloud based Big Data implementations

- EDW (Enterprise Data Warehouse)
- Data Integration, Data Governance, Data Catalog/Lineage
- BI Platforms
- Data Lake Consulting\Implementation
- Data Governance + Data Strategy Consulting
- Information Lifecycle Management Consulting\Implementation

Microsoft

Senior Manager Customer Relationship Management and SaaS
1996 - 1999 (3 years)

Direct entire CRM and SaaS product, campaigns, and team.

Directed product to improve YOY performance by

50% rebuilt the team to agile, re-launched all campaigns, and lead drastic improvements to technology infrastructure.

Lead cross-functional build of new customer segmentation scheme now used as basis for companies' overall customer marketing strategy. Developed the loyalty business case, designed the product, built the financial model, socialized/sold thru organization, and lead customer research to inform launch.

Develop onsite and offsite CRM platform from ground up to drive double digit customer growth each year for 2 years. Company-wide leader of x-functional executive steering team including infrastructure, product, marketing, and regional markets focused on driving customer frequency and retention globally. Manage direct team of 60 global product managers and marketers and budget of \$ 50m. Dotted line manage entire org of 10 team members (engineering, data analytics).

Education

University of Washington

