

Summary

Experienced Product Management leader with an emphasis on defining unique consumer and enterprise products in the mobile social, mobile gaming, fin-tech and media subscription spaces, while serving on the leadership team scaling successful startups.

Strong natural leadership traits, possessing a background in leading startups and working directly with founding teams to grow companies with a focus on business model innovation, product innovation, and product-led growth.

Entrepreneurial spirit with a hands-on approach, and a passion for mentoring and retaining quality, high-caliber teams, which has proven instrumental in achieving extraordinary results within companies like BlackRock, Fingerprint, Earnest, WRKSHP and Zynga.

Professional Experience

Vice President, Product Management

BlackRock, San Francisco, CA

2019 - Present

- Responsible for Advisor Services division which focuses on building out Financial Advisor facing investment management tools hosted on BlackRock.com.
- Key member of SMA Tech team, overseeing new product launches including an Advisor-facing tool focusing on proposal generation hosted on BlackRock.com and a new Tax-Managed-Models offering for BlackRock's SMA Business.
- Integrated key sponsor platforms to serve advisors better by leveraging APIs and data-feeds from partners such as Charles Schwab, Fidelity, and Pershing.
- Built out key commercial tax-alpha reporting solution for BlackRock SMAs.

Senior Product Manager, Product Management

FutureAdvisor (acquired by BlackRock), San Francisco, CA

2018 - 2019

- Responsible for communications and platform product management within FutureAdvisor, a key part of Aladdin Wealth Technologies. Implemented email platform leveraging Adobe's communications toolset.
- Enabled Partner (25% YoY) and AUM growth via improved internal operations and significant code refactors from a legacy system to a more modern tech stack. Enabled 351% AUM growth across partners while steadily growing Retail (D2C) AUM.
- Architected the Business Platform product roadmap for enabling our next chapter of B2B2C growth. Key product person determining BlackRock's Advisor-facing tooling and features via FutureAdvisor.
- Lead Core Data team in overhauling our custodial data ingestion pipelines, achieving greater scalability and speed.

Director of Product

Fingerprint, San Francisco, CA

2016 - 2018

- Responsible for growing Samsung Kids revenue by 18x in less than 1 year while simultaneously growing active subscriber base by 10x. Currently set to achieve an additional 2.5x subscriber growth which brings us to a 25x growth since I joined the company.
- Instrumental in improving on-boarding funnel conversion by >35% and increasing new revenue more than three fold in less than 5 months.
- Architected and implemented an internal metrics monitoring API-based service for the entire Fingerprint product portfolio running on a self-rolled kubernetes cluster. Built and maintained entire data analytics infra myself (team of one) in addition to other product responsibilities.
- Managed product partnerships and engagements with companies such as Samsung, Verizon, T-Mobile and Microsoft.
- Product Lead on Samsung Kids, a multi-million dollar subscription product. Responsible for all major product initiatives from growth to payment conversion to retention to content acquisition.

Product Manager - Data

Earnest, San Francisco, CA

2015 - 2016

- Personally delivered automated Loan Tapes with granular accuracy which greatly accelerated reporting to investors enabling operational scalability and the opening of more than \$650M of Warehouse Facilities.
- Participated in executing Earnest's first 2 securitizations of \$350M in a critical capacity.

- Prioritized and delivered on Data Science models, meeting data needs for the company while growing underwritten loans by more than 50% MoM.
- Instrumental in ensuring data pipeline infrastructure stability with steps taken to improve reporting and logging of all financial events into a single event stream using Amazon Kinesis.

Data Scientist

Syntertainment, Berkeley, CA

2015

- Built failure resistant ETL and data warehousing Infrastructure with a custom metrics visualization framework.
- Delivered product KPIs to team along with data-driven insights about the core product, directly influencing the product roadmap through such engagements with the founding team.

Growth and Business Intelligence Lead

WRKSHP, San Francisco, CA

2014 - 2015

- Responsible for ensuring meaningful returns on a \$25M annual User Acquisition Budget, while managing leadership oversight for the measurement and optimization of all company KPIs including Monetization, Retention, Virality, Game Progression, and many other valuable metrics behind the Top-50 grossing mobile title, BattleCamp.
- Drove more than 15M product installations, including organics while ensuring that we met internal payback targets on FB, and implemented a programmatic media buying and ad-level yield analysis v1 product utilizing Facebook's Marketing API along with APIs of other Tier1 Networks.
- Instrumental in guiding the Founding Leadership Team on product development and implementation decisions, directly leading to a >40% increase in ARPDAU.
- Built automated bid/action recommendation systems for acquisition portfolio, achieving stronger ROI than many hedge funds (double digit returns).

Product Manager

Zynga, San Francisco, CA

2013 - 2014

- Instrumental in enhancing the match-making system within "Scramble with Friends" and "Words with Friends", while improving long-term retention for entire user-base by >10%, representing projected incremental revenues of \$25M per year for WWF.
- Implemented an AI matchmaking feature in "Scramble with Friends", which increased revenue by more than 30% in less than 1 year, and secured over 300K installs for Scramble with Friends' iPad application, maintaining a Top 25 ranking for a week, with a \$0 acquisition budget.
- Delivered self-help Customer Support portal and automated reports using Natural Language Processing, saving more than \$1.2M annually for the Zynga with Friends division.
- Created Megalnspire feature in "Scramble with Friends", which earns the franchise more than \$1.0M in incremental annual revenue.
- Founding member of Zynga's Central Product Management Team, with a charter to disseminate studio strategies and tactics company-wide.
- Obtained multiple features by Apple and Google for multiple Zynga with Friends titles.

Education

Harvard Business School, Disruptive Strategy – Cambridge, MA

Disruptive Strategy taught by Professor Clayton Christensen

Harvard Business School, CORE – Cambridge, MA

Business Analytics, Economics for Managers, Financial Accounting

Grinnell College – Grinnell, IA

BA, Economics (with CS Coursework)

Technical Skills

Ruby / Rails / Sinatra	HTML / XML / JSON / React	C / Shell / JS / JAVA	Omnigraffle / Keynote / Excel
Docker / Kubernetes	Segment / Mixpanel	Web Scraping	Redis / Postgres / CockroachDB
Bloomberg Terminal	Microsoft Power BI	SQL / GraphQL	AWS / AZURE / GCP / HETZNER