

EXPERIENCE

IBM

Product Manager

Jan 2019 – Present

- Leading a process to make our open source SDK scalable, transparent and modular in order to grow our userbase to 100,000 monthly active users.
- First product manager brought on with the goal of bridging the gap between community and Quantum Computing by including user feedback into the product roadmap.

Product Manager

Jan 2018 – Jan 2019

- Oversaw IBM's Developer Community platform throughout its entire product lifecycle, from ideation to execution, which saw a growth of 100,000 users and generated a ROI of \$1.4M.
- Aligned the goals of the community with the overall business objectives by focusing on key KPIs including developer activation, discussion engagement and referral traffic.
- Worked cross-functionally with design, engineering, marketing and analyst teams to optimize the community platform from its user experience all the way up to the marketing campaigns that drive user adoption.
- Managed and mentored a team of Community Managers in understanding the key concepts of building a community and understanding the developer persona.
- Prioritized the development of open-source sample applications in artificial intelligence for developers interested in natural language understanding, computer vision and conversational assistants.

Associate Product Manager

Jan 2017 – Jan 2018

- Increased conversion to customer rate 60% by simplifying the end-to-end data process and identifying strategic partners for a new eCommerce product.
- Decreased customer acquisition cost 22% by partnering with an eCommerce platform, Magento; managed implementation and adoption strategy for development of platform connector.
- Conducted user interviews to translate pain points into a prioritized feature list; validated assumptions using metrics such as net promoter score and feature usage rate.

Hitachi Federal Consulting

Aug 2016 – Jan 2017

Data Developer

- Worked in the development lifecycle to create a secure and reliable platform for 10M users, hosting 8+ years of government data; created data adapters using Scala to manipulate ingested data fields.
- Ran Linux scripts to securely transfer terabytes of data and created inventory reports; presented the inventory reports to clients for audit and review.

xTeros

Product Manager (former intern)

May 2015 – Sept 2015

- Worked with a 7-person development team and 2-person design team to create a health risk assessment tool; built the UX design by wire-framing concepts, user testing and analyzing competitor sites.
- Increased monthly unique visits 30% by establishing an effective marketing campaign. Created marketing collateral using Sketch, identified SEO key words and established partnerships with local insurance companies.

PROJECTS

- **iPhone EZfix:** Founded an electronic repair service specializing in cell phones, tablets, watches and laptops, generating \$10,000 per year over the course of 5 years.
- **Clickerstamps:** Created a device that combines a tally counter and a self-inking stamp to automatically count each pressed stamp. Patent Pending.

EDUCATION

UNIVERSITY OF MARYLAND

College Park, MD

BS in Economics; Minor in Tech Entrepreneurship

2012 – 2016

- **Honors:** Hinman CEOs Honors Program (Two Year Startup Incubator)
- **Skills:** Scala (basic), Python (basic), HTML, CSS, VBA/Excel, Sketch, InDesign, Design Thinking, Qualitative and Quantitative Research Methodologies (ethnographies, focus groups, surveys, etc.), Apple enthusiast