

Tech professional with 15 years of experience, leading product orgs both 0-to-1 and at multi-billion dollar scale. Excel at identifying how to evolve products to win a market – and building the vision, organizational alignment and team structures to achieve it. See proof points below delivering durable step function revenue and margin growth.

## Experience

### Lyft | Group Product Manager II (L7)

Jun 2024 - Present

- **Scope:** Led Lyft's Core Rider product teams, managing 7 IC PMs and people managers with P&L accountability (+2% YoY bookings growth) across Rider product teams: (1) Offerings (Lyft Modes), (2) App conversion, (3) ML Recommendations, (4) Applied AI products, and (5) International Expansion
- **Impact:** Drove a product and culture transformation for Lyft's 150 person Rider org, re-structuring a mixed portfolio of growth optimizations and expanding innovation investment. My teams' products exceeded company growth targets by >50% in 18 months since starting (+2.5% bookings on \$18.5B, +3.5% profit on \$2.8B)
- **Additional:** Seeded and secured investment for long-horizon bets (MCP partner integrations, messaging ML, AI-assisted dev workflows) with ongoing bookings + profit impact

### Addi | Head of Consumer Product

Mar 2022 - Dec 2023

- **Scope:** Led a team of 8 PMs, analysts & designers, with P/L accountability for a portfolio of our fintech products' growth
- **Impact:** Shipped fundamental changes to Addi's core BNPL product, resulting in GMV +183%, MAUs +185%, and margin from -12% to +2% in 12 months to \$110M ARR. Notable projects include (1) Creating a new Marketplace product from \$0 to \$10M ARR and (2) Building live transaction & credit line evaluation post-first purchase
- **Additional:** Responsible for PM functional excellence, prepped board materials, advised Credit/Fraud & Data teams

### LinkedIn | Group Product Manager

Sep 2020 - Mar 2022

- **Scope:** Led LinkedIn's Data Product team. 4 PM reports partnering with an org of 110 engineers, designers, etc. Major products we owned: A/B testing, Metadata Catalog, Analytics Platform, Anomaly Detection, and Tracking
- **Impact:** Executed a vision to rebuild LinkedIn's Analytics Platform, solving for distinct developer, data science, and business user UXs. Attributed an incremental 1-2% revenue growth (\$8B base), and re-acceleration of member growth (7.07% → 15% YoY). Built Campaign A/B testing, growing ad revenue 3x faster than industry comps to \$3B
- **Additional Context:** 3 products incubated in my portfolio spun off into VC-backed startups: Acryl, Metaphor Data and Matik. Authored LinkedIn's PM career ladders. Led LinkedIn's PM onboarding courses

### Senior Product Manager

Apr 2017 - Sep 2020

- **Scope:** Lead PM for the Data Products org. Set product vision and started building a PM team from the ground up
- **Impact:** Drove strategy for data visualization and experimentation, now best-in-class, with WAUs +286% & Sessions 360%. Built tools for devs. Launched one of LinkedIn's fastest growing recruiting products

### GoodData | Senior Product Manager

Oct 2013 - Mar 2017

- **Scope:** Owned product strategy for GoodData's core platform, an Enterprise Cloud Analytics startup, including end user analytics UX, and administrator provisioning tools. Worked with 6 eng teams in 3 countries
- **Impact:** Advocated for and led product transformation from SMB to Enterprise. New SKUs drove +60% ARR. Rebuilt GoodData UI to be mobile responsive and incorporated ML recs. MAUs +31% within existing customers
- **Additional Notes:** Held customer success & implementation engineer roles. Top performing CSM by MRR upsold. Onboarded customers with Java and SQL ETL. Drove sales enablement, customer webinars, and a16z briefings

### Triage Consulting Group | Manager

Jul 2011 - Oct 2013

- **Scope:** 5 direct reports. Management consulting for US health systems \$10B+ Revenue

## Education

### UCLA | Mathematics B.S., Global Studies Minor

*Technical foundation: Algorithms, Linear Algebra, Statistical Modeling (SQL/R/Python), Econometrics (STATA), Intro to C++*

## Skills, Awards, and Interests

### Skills

- Product leadership (0→1, enterprise, data products, consumer growth, fintech)
- Experience in modeling and AI applications feature development (recs, ranking, personalization)
- Proficient in various data products (Storage, ETL, Reporting, Analysis, A/B Testing, etc.)
- Agile & AI Native Software Dev. Tools: Atlassian Suite, Sketch, Figma, Notion, Replit, Lovable, Cursor, Linear

### Awards

- Lyft: Received Innovation and Ownership awards for championing cultural values
- LinkedIn: UX Design Partner Rockstar, Engineering Leverage Award (1 recipient company-wide per year)
- GoodData: Innovation award, Transparency award, Customer Service award

**Interests:** Advising startups, volunteering with causes supporting people experiencing homelessness, growing tropical plants, framing & matting, landscape photography, chess, baking, investing, watchmaking