



I have been designing, building, and launching meaningful products for over a decade. During that time, I've developed broad, yet very deep, skillsets from **design** to **code**, **data analysis** to **strategy**, **branding** to **marketing**, and more.

EXPERIENCE

Stem Disintermedia

Senior Director of Product • 2019 - Present

I joined Stem as the only seat in the product organization and built best practices across product, design, and engineering. I established the team's roadmap, goals, and resourcing to align with company objectives.

- Drove +80% YoY revenue growth by delivering on all quarterly product features on time including new financial tools and launching new platform integration with TikTok.
- Owned all aspects of launching Stem's advanced product Scale which generated 5x of targeted originations within the first year.
- Successfully and seamlessly migrated payment providers while responsible for tens of millions of transaction dollars annually.

Gallant

VP of Product (Founding Team) • 2019

Worked directly with the CEO and CSO to bring our product to market from zero to launch. I was responsible for all aspects of the product launch including discovery, branding, digital infrastructure, operations, and logistics.

- Led Gallant's pricing strategy via user research, willingness-to-pay surveying, competitive analysis, and product marketing.
- Launched Gallant's B2B and D2C e-commerce websites and internal admin tooling.
- Integrated Gallant's science lab with our admin systems and customer databases.

Ritual

Director of Product • 2017 - 2019

I was the 10th employee and first product hire at Ritual where I established product development practices, stood up BI tooling, and led user research initiatives. I owned our roadmap, OKRs, KPIs, and led major efforts including launching Ritual's second product Essential Prenatal.

- Built out a team of over 10 across product management, engineering, product design, and data and analytics.
- Led a complete re-platform from third-party e-commerce tools to in-house custom-built solutions facilitating large company growth with 100% data accuracy.

- Increased major conversion and retention KPIs via several key initiatives including customer reviews, video testimonials, multi-order discounts, subscription snoozing, and more.

DogVacay

Director of Product • 2016 - 2017

Senior Product Manager • 2015 - 2016

Product Manager • 2014 - 2015

Joined as a Product Manager and was promoted multiple times leading to my role as Director of Product overseeing the supply-side of the marketplace as well as iOS and Android apps. During DogVacay's acquisition by Rover.com, I played a key role in leading efforts for both customer migration and all messaging.

- Improved new guest conversion by +40% by improving the request acceptance rate. A multifaceted effort, which included algorithm rewrite, product redesign, new supply/demand analytics, and incentives.
- Led the company-wide initiative to support Instant Booking which accounted for over 1/4 of all bookings on the platform within 30 days of launch.
- Built iOS and Android app store presences maintaining app store ratings of over 4.7 stars and over a 97% crash-free rate.

Internet Brands

Mobile Product Manager • 2012 - 2014

Mobile Project Manager • 2011 - 2012

I joined Internet Brands as the first hire on the new mobile team identifying and leading initiatives across the portfolio of over 400 web properties. Scope of work spanned from native iOS and Android apps to dedicated mobile websites to fully responsive redesigns.

- Launched mobile initiatives for major web properties with over 50M monthly unique visitors.
- Managed all areas of the acquisition of mobile forum software Forum Runner.
- Leveraged my mobile app expertise to maintain a white-label app build pipeline for the vBulletin suite of products.

W2MD

Project Manager • 2010 - 2011

I led, designed, project-managed, and launched over a dozen native iOS apps for clients large and small. Handled all client relationships, scoping, requirements, timelines, and budgets.

- Notable clients include FX Networks, Gene Autry Museum, Larry H. Parker, and John Hancock.
- Provided full-service management and deployment of client apps to the app store.

EDUCATION

Berklee College of Music

Bachelor of Arts • 2010

Major in Music Production and Engineering. Guitar as Principal Instrument.

Berklee Music Online

Master Certificate • 2007

Music Technology and Production.

VOLUNTEER WORK

YMCA Camp Round Meadow

Lead Volunteer • 2019 - Present

Camp Director • 2012 - 2019

Camp Counselor • 2006 - 2012

For 6 years I served as a camp counselor for a week-long summer camp in Big Bear, California. Teaching and mentoring kids ages 7 - 13 while having a great time connecting with nature and participating in camp activities. For the past 9 years, I have been serving as camp director overseeing all aspects of a week-long summer camp for children consisting of 50 total staff and 150 campers. And for the past 3 years, I have been the lead volunteer responsible for coordinating all camp registration, staff training, events, as well as serving as a camp director during the week of our summer camp.

Youth Advisor • California Youth & Government • 2012 - 2014

California Youth & Government is a mock legislature and court system for high-school kids to participate in a hands-on democratic process. I was an advisor over the course of the public school year including 2 training conferences at Camp Roberts and the Model Legislature and Court conference in Sacramento, California.