

Results-driven Senior Product Leader with 7+ years of experience building enterprise, consumer, and AI products at Meta, VMware, and startups impacting 2 billion+ users. Proficient in delivering high-quality products at speed and collaborating cross-functionally to deliver value while improving processes. Successfully founded an automotive services startup, leading product and developing a \$3B go-to-market strategy. Technical experience in software development and building dashboards.

- Cross-functional collaboration
- Product Roadmapping
- Process Improvement
- Leadership
- Stakeholder Management
- CI/CD/Dev Experience
- Scrum
- Agile
- Lean

CAREER HIGHLIGHTS

- Decreased misinformation on Facebook by 30% for 2+ billion users.
- Launched CI/CD product, decreasing security review time from 90 days to 48 hours, and saving the US Army, Navy, and Air Force an estimated \$4.8M in the first 6 months of launch.
- Won Antler VC's 2025 startup accelerator hackathon with a prototype built in 48 hours using Lovable, Eleven Labs, and Cursor.

PROFESSIONAL EXPERIENCE

Buckled.io, Austin, TX, *Founder*

October 2024 - September 2025

Customer experience software for the automotive services industry.

- Interviewed 30+ users to define the initial customer profile, top pain points, and vision.
- Recruited engineers, led design workshops, and developed an MVP wireframe.
- Designed web and mobile apps using Figma and Builder.io.
- Won Antler VC's 2025 startup accelerator hackathon with a prototype built in 48 hours using Lovable, Eleven Labs, and Cursor.
- Developed a go-to-market strategy for a \$3B valuation and 5 year exit.
- Prototyped consumer user flow and conversational AI using OpenAI API, Cursor, Vercel, and Builder.io.

VMware, Austin, TX, *Senior Product Manager*

January 2022 - April 2024

Cloud Infrastructure giant with a client services division.

- Interviewed 15 app teams to identify pain points, share findings with leadership, and lead a new developer experience team.
- Launched CI/CD product, decreasing security review time from 90 days to 48 hours, and saving the US Army, Navy, and Air Force an estimated \$4.8M in first 6 months of launch.
- Navigated team through complex stakeholder requirements across R&D, operations, and leadership, shipping product in 30 days, and increasing the speed of U.S. Army arctic operations by 50%.
- Implemented Agile and Lean practices within my teams, establishing a cadence of 30-day product launches from problem discovery to MVP.
- Led monthly Agile and Lean practice talks to the entire software organization.
- Presented publicly on building and managing AI products.
- Co-authored a VMware white paper on managing data science products.

NDWA Labs, Austin, TX, *Director of Product*

June 2021 - December 2021

HR Software and employee benefits for the gig economy.

- Led user journey mapping to identify and prioritize pain points and features.
- Increased adoption of flagship product by 75% over two quarters.

- Researched state fintech laws to identify viable markets and fiduciary partners.
- Pivoted team from beta product, saving the organization a projected \$9M in development expenses.

C.J. Product Consulting, Austin, TX, *Product Manager*

January 2020 - March 2021

Startup and non-profit product growth and Agile consulting.

- Implemented Agile to drive the completion of 75% of sprint tasks for an organization, up from 50%.
- Interviewed 10+ CEOs to identify market trends, publish articles, and drive credibility for the organization, enabling the raising of \$30+ million in capital.
- Doubled followers for client using a data-driven social media growth program.

Meta, Menlo Park, CA, *Project Manager*

January 2017 - November 2019

Facebook's News Feed Integrity team.

- Interviewed product teams to identify pain points, implement SLAs and observability, doubling adoption from 25 product teams to 50.
- Led fine-tuning of an ensemble machine learning model to decrease misinformation on Facebook by 30% for 2+ billion users.
- Interviewed 2 global operations teams to identify pain points, design solutions, and negotiate with leadership to allocate engineering cycles.
- Launched 3 operations tools to increase speed of investigations from 7 days to 24 hours.
- Implemented scrum practices, increasing team quarterly goal completion from 50% to 85% quarter-over-quarter.
- Built KPI dashboard for operations team, increasing team alignment and speed.

Shift Paradigm, Austin, TX, *Marketing Analyst*

June 2016 - December 2016

Email marketing agency.

- Analyzed the performance of 10 email marketing campaigns using A/B testing, Salesforce, and Excel, empowering account managers to make data-driven decisions.

Frontier Logistics, Houston, TX, *Business Analyst*

June 2015 - June 2016

Supply chain management services.

- Built SQL automations, no-code apps, and financial models to decrease monetary waste and secure \$32M in funding.

EDUCATION & CERTIFICATIONS

B.B.A. in Finance, Texas A&M University

Python and Calculus, Austin Community College

Certified Scrum Product Owner (CSPO), Scrum Alliance

Certificate in Designing and Building AI Products, MIT

AWARDS

Certificate of Appreciation, U.S. Army

Elevate Our Best Award, VMware