

SUMMARY

Operator with 6+ years building product, GTM, and operational systems at high-growth tech companies. I identify where complexity, coordination overhead, or broken tooling is constraining output and design the systems to fix it. Focused on AI-enabled workflow design and high-ownership operator roles at fast-moving companies.

PROFESSIONAL EXPERIENCE

Product Manager, Braze

2024 - 2025

Business owner for SMS & RCS messaging systems used globally by hundreds of leading enterprise brands

- **Growth:** Drove 50%+ YoY ARR growth and 13% YoY customer growth by shaping strategy and resolving execution bottlenecks across Engineering, Ops, and GTM for 8-figure SMS & RCS business
- **Launch:** Built operating model for first-to-market RCS rollout across 11 markets, aligning 20+ teams on sequencing, dependencies, and launch readiness → 40 enterprise customers in 90 days and official Google RCS for Business partnership
- **Optimization:** Diagnosed support volume as structural revenue constraint; implemented operating feedback loop across Engineering & Support → 40%+ case reduction in 3 quarters while maintaining CSAT
- **AI:** Launched internal AI prototyping program and enablement system → 100+ active participants and early adoption of AI-assisted workflows across product and GTM teams

Product Manager, ASAPP

2022 - 2023

AI-native conversational platform serving Fortune 500 — drove GTM strategy & execution from the product side across a 30+ person cross-functional org

- **Strategy:** Led GTM strategy and operations for 8-figure AI customer service platform from the product side, partnering with CPO on pricing architecture and build/buy/partner decisions → 110%+ YoY NRR
- **Launch:** Designed GTM operating model for WhatsApp Business launch across 30+ stakeholders, aligning pricing, channel economics, and rollout sequencing → 2M+ users in 30 days
- **Enterprise:** Delivered Fortune 100 custom integration under tight deadline → multi-million-dollar upsell and new enterprise motion

Product Manager, Artsy

2021 - 2022

Art marketplace (2M+ collectors, 3,500+ sellers) — drove discovery strategy & execution from the product side across marketplace ops, curation, and sales

- **Conversion:** Improved marketplace discovery performance by redesigning search and ranking logic → +25% YoY AOV and doubled monthly sales YoY
- **Engagement:** Launched saved search feature across web and iOS → 2x MoM iOS conversion and 16x MoM web conversion lift
- **Strategy:** Partnered with CPO/CTO on product and revenue strategy — competitive teardowns, vendor evaluations, roadmap decisions → 60–80% OKR completion

Sales Operations Manager, Artsy

2018 - 2021

Built foundational revenue systems to improve organizational visibility, decision speed, and team alignment

- **Intelligence:** Consolidated 15+ revenue data sources into executive dashboard → used daily by CRO leadership and informed board-level reporting
- **Automation:** Redesigned contract-to-cash workflows via Salesforce/NetSuite/Celigo across Sales, Finance, Legal, and RevOps → 50% faster processing and under 5% churn
- **Systems:** Built automated commissions and revenue forecasting for 65+ reps using Redshift, SQL pipelines, and Salesforce custom objects → 100+ hours saved per quarter

EDUCATION

University of Chicago

2013 - 2017

- B.A. Economics, Minor in Art History, Dean's List Honors

SKILLS & TOOLS

- **Strategy & Operations:** GTM execution, financial modeling, scenario analysis, executive communication
- **Data & Analytics:** SQL (Advanced), Excel, Python, Looker, Redshift, Snowflake, ETL & data modeling
- **AI & Emerging Tools:** Claude, ChatGPT, Gemini, RAG pipelines, prompt engineering, AI workflow design