diego schmunis - 510.332.1272 - diego@blog364.com - linkedin.com/in/diegoschmunis

Leadership, culture, and team building | Product Manager and Problem Solver | B2B, B2C, SaaS, Consumer, 0 to 1

EXPERIENCE

Product Manager – Stealth venture (part of Redesign Health) | September 2022 - Present
An online content, learning and community driven platform for experienced adults
- Collaborate directly with the CPO to drive product vision and strategy from 0 to 1
- Conduct customer research to mitigate product risk areas
- Run user interviews to understand customer problems and translate those into solution requirements
- Perform functional, usability and design analysis to identify UI/UX areas of friction and user experience improvements
- Define subscription model tiers, and paywall restrictions
- Create Product functional and business requirements documents (PRDs)
- Run requirements review cycles to clarify and get alignment across Product teams and stakeholders
- Compile system wide metrics and define dashboards and analytics reporting requirements
- Working with the internal Content team to understand their content creation and publication requirements
- Partnering with the Design and Engineering teams to drive User Acceptance Testing (UAT) process and review

Senior Product Manager – Rockbot | January 2022 – September 2022
A streaming media (Music, Digital Displays and TV) platform for brick-and-mortar businesses.
- Formulated and executed Product' go-to-market plan, strategy, and activities, in coordination with Marketing and Sales teams, to bring to market the fourth, and major release, of the Rockbot platform
- As the company's first Product Manager, implemented product best practices (documentation and requirements, product development cycles, and cross-functional operating procedures across Product, Design, Engineering, QA and Stakeholders
- Worked closely with UI/UX team conducted customer interviews and research to identify optimization areas to improve first-time onboarding experience for the Music streaming service, setup and troubleshooting
- Held weekly Product office-hours to facilitate and stimulate cross-department discussion and alignment around company's initiatives, priorities, and objectives to help inform Product strategy and planning

Senior Product Manager & Team Lead – Xandr *(acquired by Microsoft)* | January 2020 – January 2022
Ad-tech products for publishers and advertisers
Customer Experience Platform
- Manage the creation of internal products, tools, and processes to enable and support client facing Product teams
- Common component library: standardize and unify our product's UI/UX while accelerating time to market
- Analytics tools integration: allow product teams to gather and analyze user behavior and identify areas of improvement
- Client facing documentation portal: deploy and centralize training, education, and support documentation
Authentication, Authorization & Identity
- Lead Product team defining clients and business requirements, roadmaps, deliverables, and product documentation
- Authentication: improve how users manage multiple account and sign in with SSO/MFA
- Roles and permissions: streamlined how roles and permissions are created and assign across products and clients
- Configuration management: internal tool to configure product and functionality permissions for clients

Director of Product – Nimble Collective *(acquired by Amazon)* | February 2017 – June 2019
SaaS cloud-based animation production platform empowering decentralized digital content creation
- Lead product vision, roadmap, and strategy to company's first GA release and subsequent platform enhancements
- Managed product/feature prioritization while communicating timelines, constrains and trade-offs to Executive team
- Partnered with Biz Dev and Sales to understand clients' requirements to drive platform adoption
- Worked with Marketing to inform product's unique value proposition and key messaging points
- Tracked key performance indicators to inform new products, features, and bug prioritization
- Conducted usability research to better understand user's problem and daily activities to improve platform's workflows
- Wrote detailed Epics and User Stories to help clarify context and requirements for design and engineering teams
- Lead complete re-design of front-end UI/UX to minimize onboarding friction and increase user engagement
- Led Product (2)/Project Managers (1), Design (1), Engineering (6) and QA (3) teams defining key objectives and weekly activities

"Any sufficiently advanced technology is indistinguishable from magic." Arthur C. Clarke

Director of Product – VenueNext *(acquired by Shift4)* | October 2016 – February 2017
Systems integration, management platform and mobile apps for large venues
- Helped drive product vision, roadmap and requirements across multiple clients/verticals while managing client expectations
- Realigned product development process from an agency model into a product centric organization
- Wrote detailed product requirements, wireframes and manage backlogs, sprint planning and demo days
- Led the creation of product-customization tools to allow users to have more control over their deployments
- Led Product (3)/Project Managers (3), Design (4), Engineering (6) and QA (10) teams to deliver products on-budget, on-time and on-quality

Product Management Consultant | October 2015 – October 2016
Advised start-ups in product/market-fit, job-to-be-done, design, MVPs, Agile methodologies & cross-functional team development

Videoo: Next-generation social video player platform allowing brands to engage audiences through interactive storytelling
- Led design and functional roadmap of video player platform
- Redesigned platform, video player and business rules to simplify workflows and drive increase user engagement
- Partnered with Sales, Marketing and Biz Dev to understand market landscape and addressable brands' requirements
- Worked close with executive team to define go-to-market strategies and growth opportunities
- Prioritized feature and development requirements based on shifting business priorities, needs and resources

Other projects: on-demand delivery – retail hardware/software solution - public policy & non-profit

Director of Product – StudioNow | May 2014 – October 2015
SaaS cloud-based marketplace for video production and production/asset management platform
- Drove vision, strategy, and requirement to transition business from brick-and-mortar into a product driven service platform
- Engaged with Biz Dev team to understand and define customer needs, market positioning and go-to-market strategy
- Organized and managed quarterly CAB meetings across top customers to gather input and product alignment
- Worked with Customer Success teams in the creation of internal management tools use to troubleshoot & manage services
- Led cross-organization processes to improve development cycles, communication, and cross-team performance

Ask.com (Ask Sponsored Listings) | June 2009 – June 2013
Product Manager (June 2011 – June 2013)
Lead efforts in the creation of a new ad-serving product based on internally developed online ad serving platform.
- Partnered with Executive team to define new business opportunities and monetization strategy
- Led product development of new ad unit, driving 50% increase in LTV
- Researched and wrote PRDs/prototypes to grow user base from 100K users to 4M+ installs
- Designed and ran A/B test to increase conversion rate and traffic to advertising partners
- Revised business rules resulting in 6% uninstalls decline and install lifetime increase from 60 to 100+ days
- Owned product development cycle: use stories, product requirements, sprint prioritization, and release process
- Introduced Agile methodologies which improved sprint cycles by 50% while increasing quality & reducing rollbacks
Sr. QA Engineer (June 2009 – June 2011)

COMPETENCES

- Leadership principles: psychological safety, emotional intelligence, trust, empowerment, outcomes, bringing the donuts
- Communication style: open, direct, transparent, inclusive, alignment, disagree and commit
- Product focus: user/problem centric, data-informed, product/market fit, job-to-be-done, MVPs, 20/80 approach, 0 to 1
- Industries: B2B, B2C, SaaS, asset management, marketplaces, e-commerce, social networks, consumer
- Methodologies: Agile, Scrum, Lean, Kanban, Waterfall, GSD
- Certifications: Pendo Product-Led Certification - Pragmatic Institute PMC Level I, II & III (Foundations, Focus, Build), Scrum Alliance Scrum Master (CSM) & Scrum Product Owner (CSPO)