

Chief Product Officer / Head of Product

Identity Verification · Fraud & Risk · Digital Onboarding · KYC & KYB Regtech · AI/ML Products

Executive Summary

Product leader with 25 years in B2B enterprise application development and a successful track record of taking products from concept to market. Expert in scaling product teams, championing diversity, and fostering environments that maximize talent. Passionate about user experience and customer-centric design, with a keen focus on product profitability and business growth. Committed to driving technological advancements and fostering innovation in the identity sector, crucial for trust and security within the digital economy.

Professional Experience

Company San Diego, CA | Vancouver, BC

Chief Product Officer, 12/2021 - Present

As Chief Product Officer, I lead a team of 30 talented product managers and designers, focusing on groundbreaking product development and design. I was instrumental in architecting the platform's product strategy, ensuring it aligned with both our company vision and evolving market demands. My tenure is marked by significant strides in diversifying revenue streams across various product lines, bolstering the company's financial resilience and market standing. Additionally, I played a pivotal role in executing and integrating Trulioo's platform M&A strategy, effectively enhancing our product portfolio's diversity.

- Led a strategic pivot to a platform-based approach, collaborated with CTO on all aspects of implementation, and tag-teamed with CMO on comprehensive corporate and product rebranding. Culminating with the market launch of a global identity platform, achieving a 65% adoption rate by new customers within the first nine months
- Enhanced revenue streams with focus on diversified business verification and document verification product offerings. Achieved meaningful increase in multi-product sales by effectively integrating all offerings into the identity platform
- Directed the strategic direction for product innovation, resulting in the launch of the company's inaugural AI/ML powered product, successful execution of a beta program for a consortium-based fraud and risk signal, and prototype development of the next generation flagship identity product
- Cultivated strategic relationships with senior-level customers by establishing and leading a customer advisory board, fostering valuable insights and partnerships

Company San Diego, CA

VP, Product Management, 09/2019 - 12/2021

Head of global identity product line, including automated and agent assist document authentication, biometric face comparison with server-side passive liveness, on-device iOS, Android and Web SDKs for image capture and NFC, and multi-modal biometric identity authentication.

- Rebuilt product management organization with focus on people, roadmap process, and cross-functional systems
- Aligned machine learning research to product roadmap and developed machine learning data pipelines
- Identified and instituted key product performance metrics
- Increased daily transactional SaaS volume 360%
- Created model governance processes and procedures for customer risk management compliance

Company San Diego, CA

Sr. Product Manager, Director, Sr. Director, VP of Product Management, 09/2013 - 03/2019

Led team of 20 product managers and product owners responsible for executing the complete product life cycle of a B2C MarTech platform that included data-driven omni-channel campaigns, business intelligence dashboards, and on-demand campaign SaaS features.

- Oversaw data integration, development, market launch, and complete product life cycle of multiple automotive service, sales, and owner marketing programs with revenues totaling \$100m
- Improved user experience and eliminated technical debt through a series of projects to consolidate user interfaces and sunset legacy products
- Improved SDLC throughput by creating a PMO to clear roadblocks and drive consistent project management activities
- Aligned to OEM strategy by developing Connected Car / IoT blueprint that incorporates telematics data and subscription messaging as a core component of owner and service marketing

1999 - 2013

- **Company** - Director of Product and Technology
- **Company** - Software Development Manager
- **Company** - Software Developer

Education

National University, San Diego, CA

Information Technology - Coursework