

- Summary**
- 15+ years in tech: Cisco; Meta/Facebook; IBM; Sony; CompuServe/AOL
 - Experienced people manager with 10+ YoE: CEO, CPO, President
 - Managed teams up to 35 employees; President of 4,000 people organization
 - Entrepreneur: founded and led startups in Silicon Valley, Israel, and LatAm
 - UX/UI expert: led design at Sony Europe; professor at top design schools
 - Invited to speak at government, academic, and enterprise events; published author

Experience Senior Manager, Product at Cisco (Meraki)

Hybrid | San Francisco, CA | March 2023 – current

- ▶ Leading a team of 6 direct reports in Product Management.
- ▶ Driving 9 initiatives/programs related to the platform's User Experience, including design system, performance, AI, mobile app, and information architecture.
- ▶ Improved user experience by implementing a new design system on 80% of users' page visits.
- ▶ Defined performance standards and measurements for all platform's pages, preventing revenue loss of over \$15M.
- ▶ Increased Mobile App MAU over 10% and an AppStore score of 4.8.

Product Management at Meta (Facebook)

Menlo Park, CA | September 2018 – February 2022

- ▶ Led Product Growth at Facebook Marketplace Jobs and Facebook Ads, leading projects with an increase of over 80% DAU in one of the Ads Platforms with highest impact on revenue.
- ▶ Created 0-1 innovative products that increased user engagement, achieving ambitious goals.
- ▶ Defined X-team strategy to help teams prioritize roadmaps and improve user experience.
- ▶ Spearheaded new product strategy and execution, impacting X-org products, pitching and winning support from a diverse set of stakeholders.

Chief Product Officer at RealConnex (Startup in Commercial Real Estate & Tech)

San Francisco, CA | August 2016 – April 2018

- ▶ Won "Best Product" award for Real Estate 2017.
- ▶ Managed 65% of the company: engineering, project and product management, QA, design.
- ▶ Increased traction by over 300%; gained over 1,000,000 monthly interactions.
- ▶ Worked with Sales and Marketing to support company revenue streams and partners' needs.
- ▶ Identified new opportunities; created, designed, and implemented new products.
- ▶ Presented new products and achievements to investors, clients, and board members.

Previously:

- ▶ **Sr Director of Product Management** at Venture Aviator (Consultancy for Startups)
- ▶ **CEO/Founder** at Aprentica (Academic Social Network)
- ▶ **Founder** at U-Gob & ConceptWizz.
- ▶ Design Lead / PM at **Sony**.
- ▶ Designer at **IBM, CompuServe/AOL**, and startups.
- ▶ **Professor** (full-time) at Savannah College of Art and Design; Universidad de Monterrey.
- ▶ **Visiting Lecturer** at 9 universities in US, Europe, Israel and LatAm

Education **PhD at Universidad Complutense de Madrid** | Information Science
Completed 50% of credits

MFA at The Ohio State University | New Media / Visual Communication Design
Fulbright Scholar | GPA: 3.9/4.0

Grad School Diploma at George Washington University & U. de San Andres | Public Administration
Fellowship from CAF Development Bank of Latin America

Grad School Diploma at CES, Madrid | Interactive Media
AECI Scholarship (Spanish Government) | GPA: "Outstanding"

BA at Universidad de Belgrano | Graphic Design
Diploma of Honor | GPA: 9.17/10

- Awards**
- ▶ Best Product 2017 in Real Estate (granted by the largest Real Estate organization in the USA).
 - ▶ AngelHack 2014, Tel Aviv, Israel.
 - ▶ Selected by TheHive accelerator in Israel.
 - ▶ TATA Hackathon 2013, San Jose, CA.
 - ▶ Sprint Hackathon 2012, Redwood City, CA.
 - ▶ Scholarships: Fulbright Scholarship; AECI scholarship (Spanish Government); CAF fellowship.

Thought Leadership

Published Author: "Textos de Gráficos", "Design Entrepreneurs", Mexico, ISBN: 978-607-8077-28-1
Harvard Business School/MIT Forum: "A Global Journey for a Global Start-up", Israel 2014, speaker
Technion Institute of Technology: "Aprentica and big data", Crowd-Science discussion, Israel 2014
Universidad de San Andrés: "Fulbright Conference: Net+Ed", speaker, Buenos Aires 2013.
Univ. de Guadalajara: "Revolutionize education through Social Media", speaker, Mexico 2013
WITI Forum (Women in Technology): "Doing Business Globally", speaker, Santa Clara, CA, 2013
TEC, IEFF, GABA, JHTC, BayBrazil, SiliconFrench: "Disruptive Innovation in Education", speaker 2012
Silicon Valley Forum: "Women and Leaner Startups", speaker, Palo Alto, CA, 2012.
Fulbright Conferences: Universidad Torcuato di Tella, Universidad de Belgrano, Universidad Católica Argentina. Speaker. Buenos Aires, 2010, 2011, 2012.
CIAPEM Congress (State IT Division, Mexico), speaker, Monterrey, 2010
National Book Fair, US Embassy: "Internet, Social Media, and Power Shift", Argentina, 2010/2011
Universidad de Monterrey: "Ubiquitous Design" and "Design Management", speaker, 2006

Languages Fluent: **Spanish, English, Italian** | Basic knowledge: **German, French, Hebrew**

Board Member & Honorary Positions

Elected President at Argentine Fulbright Association: organization of over 4,000 scholars/members with partnerships with Governmental Offices, U.S. Embassy, companies, and universities. Implemented democratic and transparent processes increasing membership by 10x.

Co-founder at Emprendedores de Habla Hispana: online community of Spanish-speaking entrepreneurs with over 2,000 members. Moderated online panel discussions with renowned investors, accelerator managers, and leading entrepreneurs.

Advisor & Mentor: Google for Entrepreneurs, Israel; Incubator program from Tec de Monterrey, Mexico; ZFunction Accelerator, San Francisco, CA; MANOS accelerator, San Jose, CA.