

## Experience

SELF-EMPLOYED, New York, NY - Jun 2016 to present

Product Manager Consultant

- Engage with clients to identify needs and potential product opportunities.
- Conduct user research to ensure problem/solution fit.
- Perform market and competitive analysis and positioning strategy.
- Define product specifications, use cases and user flows via mockups and wireframes.
- Lead the product life cycle by working closely with the development team.
- Define product KPIs and monitoring of product metrics.

PERCH INTERACTIVE, New York, NY - Dec 2015 to May 2016

Product Manager

- Owned overall relationship with assigned clients such as Pernod Ricard, Lenovo and Sunglass Hut to ensure product adoption, retention and growth.
- Identified client's objectives and business drivers to make sure that the product is performing to client's KPIs. Delivered weekly and overall campaign reports.
- Led the development of the company's analytics platform and collaborated with Engineering and Support team to resolve technical bugs and issues.
- Conducted user research and translated findings into actionable recommendations for product improvement and innovation.

OLYMPICA, New York, NY - Jun 2015 to Dec 2015

Product Manager and Co-Founder

- Entered NYU accelerator program to continue my thesis project, formed team and managed the product from concept to beta launch on the iOS and Android app stores.
- Conducted user research and rapid prototyping experiments to assess business and customer experience assumptions.
- Defined product specifications, use cases and user flows via mockups and wireframes.

PERCH INTERACTIVE, New York, NY - Jun 2014 to Dec 2014

Business Developer

- Started the international partnership division that generated more than \$150K in revenue just from commitment fees from more than twelve companies around the world including United Arab Emirates, Netherlands and Brazil. Conducted training workshops in Singapore.
- Managed international projects from concept ideation to final development, working closely with the client's creative teams and Perch's development team.

RADIOBETA, Buenos Aires, Argentina - Jan 2008 to Jul 2013

Product Manager and Co-Founder

- Formed team and drove product from concept to profit generation with more than 1.5M unique monthly users on site and more than 5M users through partnerships.
- Defined products specifications, use cases and user flows via mockups and wireframes.
- Built products roadmaps and led development team's day-to-day operations.
- Established partnerships with major players in the online radio space including Geodesic (India), Lycos (UK), Visicom (Canada) and Wibiya (Israel).

VERÓN & ASOC., Buenos Aires, Argentina - Oct 2009 to Jan 2012

Strategic Communications Consultant

- Assisted Eliseo Verón in designing positioning and messaging strategies for brands, media and politicians, including a presidential campaign and the launch of a national newspaper.
- Designed and conducted qualitative and quantitative user research to develop personas and ensure that messages were resonating with target audiences.

## Education

New York University,

New York, NY - May 2015

MPS in Interactive Telecommunications Program (ITP).

University of San Andrés,

Buenos Aires, Argentina -

October 2005

BA in Communication Sciences,  
Concentration in Cultural Studies.

## Skills

**Programming:** C++, CSS, HTML, Java, JavaScript, Python and SQL.

**Media Software:** After Effects, Audacity, Illustrator, Photoshop and Premier Pro.

**Physical Computing:** Arduino, Raspberry Pi and Xbee.

**Languages:** Spanish (native), English (fluent) and Italian (basic).

## Grants and Awards

**NYU Summer Launchpad:** My thesis project "Olympi.ca" was selected to enter a ten week program designed to provide NYU's most promising entrepreneurs the resources to develop their startups.

**TSOA Department Fellowship:** Tisch School of the Arts scholarship to carry out studies at NYU.

**Fulbright Program - Argentinean Young Leaders:** I was selected to participate on a one month full time program at the University of Massachusetts to learn about American politics and leadership.



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