

EDUCATION**COLUMBIA BUSINESS SCHOOL****MBA**, Enterprise Technology Management, Product Marketing & Go-to-Market Strategy Pathway, *May 2025*

New York, NY

2023-2025

COLUMBIA UNIVERSITY**MS**, Artificial Intelligence & Machine Learning (*AI & ML*), *May 2025*

New York, NY

2023-2025

STANFORD UNIVERSITY**MS**, Civil & Environmental Engineering, *Accelerated Track – Completed in 9 Months*

Stanford, CA

2016-2017

NEW YORK UNIVERSITY**BS**, Civil Engineering, *cum laude* (Top 16.5%)

New York, NY

2012-2016

*Honors: Dean List (All 4 Years) | Tau Beta Pi (TBPi) Engineering Honor Society (Top 1/8th) | Chi Epsilon Honor Society (Top 1/3rd)***EXPERIENCE****NOODLE***AI-Analytics Edtech Platform; Series C, \$147M+ Raised, 300+ Employees, 30+ University Partners*

New York, NY

Mar – June 2025

Product Marketing Manager | Go-To-Market (GTM) Channel Strategy (2025)

- Evaluated 200+ affiliate sites across 5 verticals, increasing qualified channels by 10% & accelerating GTM decision-making.
- Developed cross-channel GTM playbooks (TikTok, YouTube, Quora, Reddit, Spotify) & sales collateral, optimizing digital pipeline workflows & reducing CPL through segmentation strategy, CRM flow testing, & improving lead-to-app conversion.

KIDVOKIT*AI Productivity Startup; Pre-Seed, Ex-Pearson & Instructure Founded; Generative AI Education Toolkit*

Newton, MA (Remote)

Sept – Dec 2024

Product Growth Manager | Digital Marketing & Growth (2024)

- Developed executive GTM strategy based on 100+ customer segments, refining product position to improve retention by 15%.
- Directed SEO & conversion optimization strategies, increasing organic traffic by 10% & driving a 15% improvement in customer acquisition through data-driven content marketing & refining tailored AI data reporting product specifications.

NIKE**Global Operations Manager | APLA Marketplace | Direct Ship GTM Strategy (2024)**

Beaverton, OR

June – Aug 2024

- Implemented strategic initiatives to optimize marketplace performance to exceed FY2027 goal of shipping 17.8M units in Asia Pacific through pilot direct shipping model, increasing shipments by 4% (13% target) by leveraging SQL/Tableau databases.
- Designed GTM frameworks enabling marketplace expansion, reducing processing time by 22% & consolidator costs by 34%.

DOOWII*AI Data Analytics Startup; Seed, GSV Ventures, Reach Capital Backed & Ex-Google Founded, Generative AI*

Boulder, CO (Remote)

Feb – May 2024

Product Manager | Go-To-Market (GTM) & Pricing Strategy (2024)

- Developed GTM partnership & direct selling strategies, optimizing product marketing positioning, leading roadmap execution, & collaborating with engineering teams to refine AI product features that resulted in onboarding 2 partnership opportunities.
- Implemented partnership sales channels & tiered SaaS pricing model, optimizing pricing to exceed \$1MM ARR goal by 10%.

ANCORA ENGINEERING**Technical Project Manager (2022-2023)**

New York, NY

2022 – 2023

- Directed requirements gathering & delivery for large-scale technical launches, improving design cycles by 10% & aligning spec.
- Consolidated requirements from 10+ stakeholders into unified roadmaps, improving alignment & cutting change reqs by 25%.
- Implemented agile workflows & analytics dashboards, cutting review periods by 30% & standardizing reporting frameworks.

THORNTON TOMASETTI*Private Global Scientific & Engineering Consulting Firm; 1500+ Employees; 45 Global Offices; \$250MM ARR*

New York, NY

2017 – 2022

Senior Engineering Consultant | Litigation Consulting & Data Analytics (2020-2022)

- Led a data analytics team of 8 engineers to translate a \$65M insurance claim imagery analysis into data-driven insights, positioning findings to reduce liability by 50% & generate \$30M in client savings at a 170-acre USVI property loss.
- Directed a 14-person cross-functional team to deliver a 3-month assessment, improving quality testing efficiency by 57% & accelerating delivery timelines by 4 months, positioning assessment as executive-ready deliverables for litigation use cases.

Engineering Consultant | Resilience Strategy & Property Loss Consulting (2017-2020)

- Managed a 6-person team to analyze 300+ conditions in a 3-month image processing & predictive analytics assessment, authored client-facing reports that reframed technical findings, driving a litigation settlement from \$27M down to \$350K.
- Built predictive climate models & packaged results into resilience strategy plans & technical specifications, extending lifecycle performance of 3 complexes by 50 years & influencing long-term property investment planning & lowering insurance premiums.

ADDITIONAL INFORMATION*Skills: Clay, Make, n8n, Apollo, HubSpot, SEMrush, Python, SQL, Tableau, C++, Figma, Jira, DataGrip, Snowflake, Confluence**Fellowship: Management Leadership for Tomorrow (MLT) 2023 MBA Prep Fellow & 2023 Professional Development Fellow**Volunteering: Breakthrough College & Career Success Coach; ACE Mentor Program; Stanford Admissions Alumni Interviewer**Interests: Pour Over Brewing; Christopher Nolan Films; Vegan Home Cooking; Streetwear: Fear of God, Y-3, ALD, Off-White*