

## Summary

10+ years building product teams—currently at Microsoft. Grew 3 startups—the latest yielded 50% YoY growth for 4 years. Functional designer, computer science enthusiast.

## Experience

### [Product Manager](#) | [Microsoft](#) (Aug 2020 – Present)

- Lead PM for 2 charters: Azure VM and Linux E2E—overseeing UX for 6MM monthly customers.
- Drive UX for Linux customers on Azure, increasing system usability scale 69 to 85 in 6 months.
- Owned VM updates, releasing 1 UX to replace 5 and increased NPS by 25% in 8 months.
- Reduced the # of clicks to connect to a VM from 40+ clicks to 2 clicks in less than 6 months.
- Work across 10+ technical teams, delivering strategy for engineers, designers, and researchers.
- Mentor 20+ aspiring product managers on regular cadence.

### [Product Manager](#) | [Capax Global, Acquired by Hitachi Solutions](#) (Jun 2016 – Aug 2020)

- Developed 12-person consulting company to 40MM+ in revenue in under 3 years.
- Designed and built big data product adopted by over 70% of consulting revenue.
- Created Hitachi's first growth team under COO, driving 50% YoY growth post-acquisition.
- Managed direct reports; opened and hired for 2 offices/regions alongside recruiters.

### [Co-Founder & CEO](#) | [Endless Tone](#) (Mar 2013 – May 2018)

- Created e-commerce business to match musical instruments online.
- Completed fundraising round and partnered with 15 instrument manufacturers and retailers.
- Aggregated diverse industry trends in first-of-its-kind B2B API for instrument manufacturers.
- Oversaw and executed development of customer-facing progressive web application.

### [Co-Founder & CEO](#) | [Whitemarsh Technology](#) (Oct 2008 – Dec 2013)

- Created software consulting firm with 8 employees serving 1000s of clients.
- Managed project teams to design web applications, business infrastructure, and IT solutions.

## Skills

Technical: Azure, .NET (C#), SwiftUI, JavaScript

Applications: CI/CD, Git, Scrum, Power BI, Business Application Design

Design: Figma, User Research, Content Design, Workshop Facilitation

## Education

Lehigh University

[Computer Science & Business](#) | Bachelor of Science (B.S.)

## Side projects

- Developed iPhone app in SwiftUI/.NET/SQL to help new people meet—now in App Store.
- Advise EdTech non-profit on technology programs to benefit low-income households.
- Teach guitar and play music for Jewish non-profits.
- Prototype conversational AI and mixed reality products using Figma/.NET/Azure.
- Enjoy cycling, tennis, pour over coffee, gymnastics, interior design.