

experience

- 2023 – **CLOUDFLARE** **SAN FRANCISCO, CA**
VP of Product, Platform. Managing a team of 15 product managers with ownership of enterprise readiness, data infrastructure, APIs, SDKs, adoption and billing in pursuit of serving the enterprise and \$5B in revenue. Report to CPO [Nitin Rao](#).
- 2020 – 2022 **INSTACART** **SAN FRANCISCO, CA**
VP of Product, Enterprise. Owned Enterprise products through transition to [retailer-enablement](#). Reported into COO [Asha Sharma](#).
 - Drove multiple products line representing billions in revenue and a significant fraction of gross profit for the entire company.
 - Complete rebuild of product team. Moved retailer net promoter score +20 and team health score +45%.
 - Executive sponsor of successful [FoodStorm](#) acquisition. Delivered 100% of OKRs and retained entire team through target period.
 - Delivered numerous high-stakes platform and customer launches for key partners like [Costco](#), [Wegmans](#), [Kroger](#), and [Publix](#).
- 2018 – 2020 **SOVRN (ACQUIRER OF VIGLINK)** **SAN FRANCISCO, CA**
Head of Product Strategy. Integrated VigLink, outperforming pre-acquisition targets. Applied data from commerce into the display ecosystem driving micro-bidding and data profiling. Developed sales automation to lower [CAC](#). Reported to CEO [Walter Knapp](#).
- 2009 – 2018 **VIGLINK (ACQUIRED BY SOVRN)** **SAN FRANCISCO, CA**
Sole Founder / CEO. Invented and delivered a set of "supply-side" tools enabling mainstream web publishers to participate in affiliate commerce revenue utilizing display advertising techniques including realtime bidding and modelling historical behavior.
 - At sale, VigLink was breakeven, delivered \$1B in annual GMV spend, \$50M in commissions, and \$10M in net revenue.
 - Built a proprietary network of 2 million publishers including Yahoo, Microsoft, Mozilla, [Dotdash Meredith](#) and [Vertical Scope](#).
 - Established demand-side partnerships with 75,000 advertisers including Amazon, Walmart, eBay, Nike and many others.
 - Elected board member of the [Performance Marketing Association](#). Speaker at Advertising Week, Affiliate Summit and others.
 - Recruited and hired more than 100 candidates and acquired 3 competitors: [Driving Revenue](#), [LinkSmart](#) and [Prosperent](#).
 - Raised capital: [Emergence Capital \(Kevin Spain\)](#), [First Round Capital \(Josh Kopelman\)](#), [Google Ventures \(Rich Miner & Tyson Clark\)](#), [RRE \(Will Porteous & Eric Wiesen\)](#) and others including personal investment from [Reid Hoffman](#) and [Deep Nishar](#).
- 2003 – 2007 **MICROSOFT** **REDMOND, WA**
Principal Group Program Manager (Product Director). Founded & shipped the [Xbox Live Video Marketplace](#) offering TV & movie downloads. First application of [Microsoft Points](#). Ran product for MSN [Music](#), [Radio](#) and [others](#). Recruited by [Hadi Partovi](#).
- 2002 – 2003 **VULCAN** **SEATTLE, WA**
Research Program Manager. [AI Research](#) and venture diligence for Microsoft co-founder [Paul Allen](#). Featured at [DARPA RKE](#).
- 2000 – 2002 **ECHO NETWORKS** **SAN FRANCISCO, CA**
Director of Advanced Technology. Engineer and sole PM for [award-winning](#) online radio. Reported to co-founder [Bonney Pelley](#).

education

- 2007 – 2009 **HARVARD BUSINESS SCHOOL (HBS)** **BOSTON, MA**
Master of Business Administration. Winner [John H. McArthur Canadian Fellowship](#). 2nd place [VCIC competition](#).
- 1994 – 1999 **MASSACHUSETTS INSTITUTE OF TECHNOLOGY (MIT)** **CAMBRIDGE, MA**
Master of Engineering and *Bachelor of Science* in Computer Science. Director, [Nightline](#). [Media Lab](#) student of [Michael Hawley](#).

professional associations, consulting and internships

- 2023 – **CEO & EXECUTIVE COACH** **SAN FRANCISCO, CA**
[Lifetime Trusted Advisor](#) to CEOs, execs & venture capitalists drawing on my counseling experience and focused on inner game.
- 2020 **FIRST ROUND CAPITAL** **SAN FRANCISCO, CA**
Angel Track. A community of operators and founders developing their skills as [early-stage investors](#). Sponsored by [Josh Kopelman](#).
- 2010 – 2024 **YOUNG PRESIDENTS' ORGANIZATION (YPO), GOLDEN GATE CHAPTER** **SAN FRANCISCO CA**
Member, Moderator. YPO is a global leadership community of chief executives with members in more than 130 countries.
- 2012 – 2016 **PERFORMANCE MARKETING ASSOCIATION (PMA)** **MIDDLETOWN, DE**
Board of Directors. Twice-elected board member. Founded [publisher recruitment council](#). Retired by term limit.
- 2008 – 2009 **FOUNDERS FUND** **SAN FRANCISCO, CA**
Associate. First intern. Member of [SpaceX](#) deal team. Sourced a deal through Series A. Reported to [Justin Fishner-Wolfson](#).
- 2007 **BRITISH BROADCASTING CORPORATION (BBC)** **LONDON, UK**
Consulting Architect. Contract work resetting [iPlayer](#), a 5-year, 200-person effort. Reported to Executive Director [Erik Huggers](#).

skills and patents

Hands-on product leader fluent in M&A, B2B SaaS, Cybersecurity, eCommerce, adtech and media. [Patent holder](#).

personal

Former [national champion rower](#), [sailing race coach](#), [avid cyclist](#) and [registered yoga teacher](#). Travel to over [50 countries](#).