

Emerging Technology / Early-Stage Startups / Product Development

Seasoned executive with over 20 years in product development and operations management in the tech sector. Specializes in building and leading teams that innovate and excel in startup environments. Skilled in utilizing data-driven strategies and cutting-edge technologies like Virtual and Augmented Reality to create and scale market-leading products. Proven success in leading startups to secure over \$23M in venture capital and non-dilutive funding while fostering robust investor relationships. Recognized for effective communication and media engagement that significantly enhance organizational influence.

CORE QUALIFICATIONS

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|------------------------------|--|---------------------------|
| ❖ Leadership & Team Building | ❖ Startups (Idea to Series A) | ❖ New Product Launches |
| ❖ Recruitment & Retention | ❖ Virtual Reality / Augmented Reality | ❖ Investor Relations (VC) |
| ❖ Strategy | ❖ GenAI / ML / Artificial Intelligence | ❖ ISO 9001 / CMMI Level 2 |
| ❖ Agile Methodologies | ❖ Continuous Improvement | ❖ Government Contracting |

CAREER HIGHLIGHTS

- [Key leader of Buffalo, NY startup community](#). Scaled Buffalo, NY's startup community to thousands of active members over 10 years. Through these efforts, the community created thousands of jobs, launched its first [\\$3B startup unicorn](#), and raised over [\\$700M in Venture Capital between 2019-2021](#).
- Drove [\\$3M expansion of defense contractor](#) (RED-INC). Prepared budgets, developed business plans, and secured a \$1.2M Refundable Tax Credit utilized to offset the lease and build out of the R&D space. [Won multiple government contracts](#) bringing to life innovative solutions utilizing Augmented Reality and Virtual Reality.
- Social Media Proto-Influencer. Created and executed a landmark Web 2.0 project; [flew to 30 cities in 31 days while blogging and tweeting about the adventure](#). Featured on ABC World News Tonight, Howard Stern Show, Associated Press, and generated over 150M media impressions globally.
- Developed and secured multiple patents including, [Systems and Methods for Determining Alignment \(PCT / US2018 / 022076\)](#), [Wearable Indicator Devices and Methods of Using Same \(US 9,489,809\)](#).

PROFESSIONAL EXPERIENCE

[ONWARD](#), Austin, TX

2023 – Present

A wholly owned subsidiary of Shell, focused on supporting global energy transition.

Senior Product Manager

Successfully **defined and launched a new web platform** that combined two existing products and user bases into one shared community. Orchestrated cross-functional teams to define product requirements, prioritize features, and execute product roadmap initiatives, ensuring alignment with business objectives and customer needs. Managed the continued development of "Projects," a groundbreaking product enabling Geoscientists to operate as gig workers on security-hardened AWS Appstream, facilitating staff augmentation for energy companies while safeguarding their data and intellectual property.

Interim Program Director, Accelerator

April 2024 – May 2024

Increased applications through targeted outreach strategies and **refined application process**, leading to a **doubling in applicant quantity and a notable increase in quality**. Cultivated strategic partnerships with leading venture capital firms and energy accelerators, augmenting deal flow and fostering collaborative opportunities.

[BOOTSECTOR](#), Buffalo, NY

2020 – Present

A 501c3 enabling grassroots startup community organizers through infrastructure and education.

Board Member

Successfully secured funding and partnerships, resulting in the expansion of the startup community organizing program to multiple cities. **Developed a strategic plan for the organization, resulting in a 50% increase in the number of startup events** and community outreach initiatives.

Founder / Executive Director

2020 – 2022

Founded and expanded a non-profit organization that empowers startup community organizers to build and sustain vibrant entrepreneurial ecosystems. Implemented partnership campaign, innovative event programming, and educational resources, resulting in the sustained growth of startup communities in under-resourced areas.

WRAP TECHNOLOGY (NASDAQ: WRAP), Buffalo, NY

2021 – 2022

Virtual reality-based law enforcement training designed to teach communication, de-escalation, and decision making skills.

Vice President of Product Management, WRAP Reality

Brought in post-acquisition, spearheaded the **successful integration of the acquired company into Wrap's existing business functions**. Built a cross-functional team and developed agile processes. Defined and managed the introduction of customizable training features including Gen AI voice synthesis to enhance user experience. **Simplified the product offering to increase margins, decrease support costs, and improve customer success.**

TECHSTARS, Buffalo, NY

2019 – 2021

Ecosystem development that catalyzed the creation of denser, vibrant, and resilient startup communities.

Senior Product Manager

Orchestrated strategy to lower the price point **resulting in expansion to international markets**, and **over \$20M in new sales** across product lines. Leveraged software combined with repeatable human processes in order to achieve both cost savings and product integrity. Research and Developed curriculum for pre-accelerator startups using stakeholder interviews.

Program Director

Designed, organized, and managed the Startup Ecosystem Development Program in Buffalo, NY. This included over 100 events, 500+ mentoring sessions, the **aggregation of a 3,000+ member Slack Team** and a **10,000+ member mailing list**. During my tenure, Western New York Startups raised **\$700M in Venture Capital**.

RESEARCH AND ENGINEERING DEVELOPMENT, LLC (RED-INC), Buffalo, NY

2016 – 2019

Augmented reality and virtual reality products for aviation maintenance.

Division Lead / Vice President of Operations

Co-founder of the applied research and development division. Managed 4 direct and 20 indirect reports overseeing software, hardware, test and experimentation, and user experience operations. **Grew division from \$0 to \$3.75M+ in annual gross revenue** in 3 years.

HEADS UP DISPLAY, INC., Buffalo, NY

2013 – 2016

Developer of the first wearable Industrial Internet of Things (IoT) safety device and analytics platform.

Technical Co-Founder / CTO

Led R&D for hardware and software. Designed physical products and built initial software platforms alongside the mobile app. **Launched pilots with the Department of Defense and market leading enterprise customers**. Recognized with awards from [OSHA](#) and the [United Kingdom Trade Institute](#).

Additional experience includes:

Product Manager, [Algonquin](#), Buffalo, NY (SaaS, Healthcare Provider Relationship Management)

Public Speaker, [Self-Employed](#), Buffalo, NY (Presented globally on digital marketing, virtual reality, startups)

Director of Product Marketing, [Dooll](#), Buffalo, NY, (Cloud-based data management, similar to Airtable)

Product Marketing Strategist, [Vuzix](#), Rochester, NY, (Pre-Google Glass augmented reality wearables, DoD sales)

Commercial Photographer [Self-Employed](#), Buffalo, NY, (Nationally recognized and internationally published)

Project Manager, IT / Intern, IT, Honeywell, Phoenix, AZ (Won competitive internship vs. MBAs as undergrad)

Education / Credentials

STATE UNIVERSITY OF NEW YORK AT BUFFALO, Buffalo, NY

Certificate, High Technology Manufacturing, Center for Entrepreneurial Leadership

2014

B.S., Business Management, Information Systems

2007