

Product Management veteran with demonstrable expertise in all core business functions from strategic planning through product definition, user experience design, development, QA, deployment, and marketing.

## HIGHLIGHTS

- Managed the development of the GoPro App, which resulted in over 27 million downloads
- Managed the development of GoPro Studio, which led to 6 million downloads and was used to create over 45,000 videos a day
- Managed the development of Gryphon Morph from beginning to launch in 3 months, which sold over a million copies and received massive worldwide press coverage
- Secured contract with Disney Interactive and managed the development of the Aladdin Activity Center, which received glowing praise in the press and sold over a million copies
- Managed the development of The Lion King Activity Center, which also sold over a million copies
- Managed the development of LeiaFlix from beginning to launch in 3 months, used by thousands of users to stream 3D studio movies
- Managed the development of over 50 applications for mobile, desktop and web used by tens of millions of users, resulting in millions of dollars in revenue.
- Received multiple honors and awards. See [gabrielwilensky.com](http://gabrielwilensky.com) for details.

## SKILLS

Product Management  
iOS, Android & Windows Phone  
Internet of Things (IoT)

Team Building  
User Experience  
Software as a Service (SaaS)

Agile & Waterfall  
Strategic Planning  
Content Streaming

## PROFESSIONAL EXPERIENCE

**LEIA, INC.**, San Diego, California (Remote)

April 2021 - September 2022

### Director Product Management

- Wrote requirements and led the design, development, and launch of LeiaFlix, a video-on-demand movie streaming Android app using Universal Studios and Warner Bros. content from initial planning to launch in three months, resulting in a major value-added push to Lume Pad sales.
- Set up and managed the content ingestion pipeline for studio content for LeiaFlix resulting in the inclusion of many dozens of movie titles into the LeiaFlix catalog at launch.
- Steered the design and development of LeiaTube, and application for on-the-fly video conversion from 2D to 3D from services such as YouTube allowing users to watch 2D content in 3D.
- Wrote requirements and managed the development of LeiaCam (Leia's Lume Pad camera), resulting in major feature improvements and additions such as noise reduction, image stabilization, focus lock, and others.

**SMARTDRIVE SYSTEMS, INC.**, San Diego, California

May 2019 - February 2021

### Director Product Management

- Developed business cases, wrote requirements, and set up a pipeline for the production of simulations for the development of autonomous driving vehicles, resulting in safer vehicles in real-world edge cases.
- Wrote requirements and managed risk assessment database tool leading to a better understanding of potential collision risk in various locales enabling autonomous vehicle companies to evaluate deployment areas.

- Implemented product requirements for an image library product enabling mapping companies to improve their maps with fresh road data.

**THOUGHT ACADEMY** (thoughtacademy.com), San Diego, California

December 2017 - Present

**Founder, Developer & Author**

- Designed all graphics, page layout, and branding elements for the website and associated downloadable files resulting in a finished website.
- Authored all articles and other content including a video series training for the launch leading to increased user engagement.
- Implemented an online marketing campaign resulting in a successful launch with a social reach of over 67,000 people.

**PTC/VUFORIA, INC.** (contract work), San Diego, California

June 2017 – October 2017

**Director Product Management**

- Wrote product requirements for multiple releases of the Chalk for Business augmented reality (AR) SaaS solution in record time resulting in a shortened time to market.
- Established product roadmap for Chalk for Business and Chalk for Developers resulting in a clear path for development.
- Prototyped user interface to guide discussions with UX and Engineering teams leading to faster validation and approval of product requirements.

**INSEEGO, INC.**, San Diego, California

March 2015 – October 2016

**Director Product Management**

- Steered the design and development of IoT device management and fleet management SaaS applications enabling Inseego's transition from a hardware to a software company with a recurring revenue business model.
- Coordinated multidisciplinary effort with UX, Engineering, and QA teams across multiple geographic locations resulting in optimal use of available resources thus reducing development cost.
- Designed effective forecasting models leading to key roadmap and development decisions.
- Set up product management organization resulting in streamlined market research, requirements gathering, feature definition, and development management.

**GOPRO, INC.**, San Diego, California

May 2011 – June 2014

**Director Software Product Management**

- Led the design and development of the GoPro App for mobile and GoPro Studio for desktop, which provided a complete virtuous circle ecosystem of hardware and software leading to increased camera usage and sales.
- Set up a software development team comprised of product and project management, UX, QA, and Engineering leading to the successful creation and release of GoPro's software applications.
- Implemented content consumption capabilities in the mobile app resulting in increased viral content sharing and consumption, thus further fueling the creation of third-party content leading to increased camera usage, content sharing, and sales.
- Established and maintained the software product roadmap, resulting in a regular stream of releases.

**QUALCOMM, INC.**, San Diego, California

July 2003 – June 2009

**Senior Product Manager**

- Promoted adoption of the BREW SDK and maintained ongoing relationships in the developer community which resulted in dozens of gaming, eCommerce, weather, and other categories of BREW applications being added to the BREW catalog.

- Drove large team to develop the uiOne software development kit (SDK) to allow software developers to create graphically-rich native software for mobile devices, enabling device manufacturers to cut months from their phone development time and adding value to Qualcomm's chipsets.
- Promoted the adoption of uiOne products among telecom carriers and mobile phone manufacturers worldwide through frequent roadmap and benefits discussions, resulting in a surge in adoption rate and increased revenue.
- Wrote the requirements and oversaw the development of the FLO TV client software, leading to the successful deployment of FLO TV phones.

*Details on previous career roles are available on request.*

## EDUCATION

**Computer Science:** Universidad de Buenos Aires - Buenos Aires, Argentina  
**Advertising:** Escuela Superior de Publicidad - Buenos Aires, Argentina