

Technology executive and operator turning ambiguous AI and product challenges into structured, scalable systems. Combines strategic vision, technical depth, and cross-functional leadership to deliver 0-to-1 incubations and business-defining products and capabilities.

PROFESSIONAL EXPERIENCE

NATIONAL BASKETBALL ASSOCIATION

NEW YORK, NY**Data / AI Strategy and Innovation Lead****2025 – Present**

- Define the NBA's data and AI vision and set strategic direction for AI transformation across business functions.
- Encode institutional knowledge into systems that turn generic AI into enterprise-grade intelligence at scale.
- Partner across DTC, Content, Partnerships, and New Business Ventures to translate frontier technology into fan-facing experiences and enterprise capabilities.
- Establish evaluation frameworks and steer AI from prototype to production-quality systems that scale.
- Co-Chair Privacy and Data Governance Council; lead responsible AI framework expanding governed practices to accelerate innovation

Senior Director, Product Management - Content, Data, and Emerging Technology**2024 – 2025**

- Led product strategy for the NBA's global DTC platform across content publishing, media services, data infrastructure, and emerging technology. Managed team of senior and lead product managers supporting 100+ engineers and analysts.
- Technical product lead for generative AI initiatives including NBA Insights, an LLM-powered feature that became one of the most-used features in the NBA App during games. Partnered with subject matter experts to design evaluation frameworks and deployed LLM judges to measure answer quality; tuned system to drive improvements.
- Prototyped spatial computing experiences and led investment case development for next-generation fan products & 3D game recreations.
- Owned personalization and AI, content/media publishing, growth/engagement, core architecture, and centralized data/analytics stack across NBA App and League Pass.

Director, Product Management - Next Gen Platform**2021 – 2024**

- Led product strategy for the NBA's next-generation platform, defining vision and driving execution to bring technology in-house and power the league's first-party digital experiences and owned-and-operated streaming business.
- Owned platform strategy across core APIs, CMS, and media services; launched capabilities powering new league properties, streaming expansion, and partner integrations, including the personalized 'For You' homepage (2022).
- Product lead for customer data platform implementation, enabling experimentation, segmentation, and personalization across channels. Launched Story of the Season wrap-up (2024).
- Built and scaled cloud-based data platform from 0 to 75+ contributors, pioneering AI-assisted development and automated workflows. Delivered ~\$600k annual savings through vendor optimization.

COLUMBIA BUSINESS SCHOOL

NEW YORK, NY**Adjunct Professor of Business - Technology (Decision, Risk, and Operations)****2023 – Present**

- Teach Python for MBAs, a cornerstone course within the Product Management and Data & AI tracks, focused on practical technical skills in data science, API usage, automation, and product innovation.
- Serve as faculty advisor for independent studies focused on AI, search algorithms, and analytics.
- Run technical workshops for startups and enterprises on SQL, Python, and foundational data skills.

BIRCHBOX

NEW YORK, NY**Vice President, Global Business Technology & Data****2020 – 2021**

- Member of the senior leadership team, leading data, subscription technology & operations, and platform product groups with a multi-level team of 12 across engineering, analytics, and operations.
- Transformed data product velocity and BI visibility by replatforming the data stack and launching predictive models for LTV, churn, and product conversion.
- Drove lower box production costs and increased sample conversion through a rewrite of the core assortment algorithm.
- Product lead for the replatform and cloud migration of core ecommerce and subscription stack.
- Managed technology organization through acquisition; led diligence across technology, financials, and organization.

Director, Personalization & Platform Technology**2017 – 2020**

- Led product management and technology strategy across personalization, box experience, internal systems, and operations technology, with scope expanding from internal platforms to customer-facing product.
- Owned the core Mixed Integer Programming model for sample-to-box assortment and ML-powered personalization systems; reduced runtime from multi-day to less than one hour while improving SLA predictability.

- Created product vision for the blended physical and digital box experience; drove 22% increased engagement and higher direct sample conversion.
- Led technical integration with Walgreens (11 store-in-store locations, 500 holiday pop-ups); managed 3PL and partner integrations.
- Drove marketing automation migration (SendGrid to Braze) and overhauled product information management infrastructure.
- Launched Birchbox's proprietary operations platform.

Senior Manager, Subscription Operations & Technology

2016 – 2017

- Led implementation of subscription and operations technology projects, delivering internal and customer-facing features.
- Built core technology to handle customer logistics issues, automating 80% of error handling.
- Delivered warehouse integrations and customer choice optimizations.

Subscription Operations Manager

2015 – 2016

- Oversaw subscription business operations across three verticals in North America, ensuring 1M+ personalized, on-time monthly deliveries. Worked cross-functionally with merchandising, planning, marketing, and product and technology teams.
- Designed and engineered the first automation systems (Python, Luigi) leading to 95% increase in team efficiency, 50% faster delivery, and 40% reduction in warehouse overtime labor costs.

DIGITAL DARUMA, LLC

NEW YORK, NY

Investment Analyst, Media & Technology

2014 – 2015

- Conducted due diligence, financial modeling, and market analyses to guide investment decisions in digital music ventures.
- Helped shape investment theses in an era of rapid transformation in media and artist technology.

SECTION 101, LLC

NEW YORK, NY

Director, Strategic Project Management and Business Operations

2013 – 2014

- Led strategy and operations for SaaS platform serving entertainment and lifestyle brands. Built product specs, managed cross-department teams through development cycles, and drove data-powered product/process improvements.

Business Operations Associate

2012 – 2013

- Implemented and managed core operational, technical, and financial infrastructure for SaaS platform serving artists, labels, authors, publishers, and media companies.

EDUCATION

COLUMBIA BUSINESS SCHOOL

NEW YORK, NY

MBA, Graduated with Honors and Distinction

2022

Recipient of Nahum Melumad Memorial Prize, awarded for exceptional scholarship and community leadership.

UNIVERSITY OF ROCHESTER

ROCHESTER, NY

BA, Economics and Business Strategies, Minor in Music, Concentration in Computer Science

2012

Kauffman Entrepreneurial Year Fellowship (5th year, full-tuition).

Received Entrepreneurship Award. Founded music-focused social network & student-run concert venue.

COMMUNITY ENGAGEMENT AND ADVISORY ROLES

- Advisory Board & Digital Committee Member, Music Will – advancing K-12 music education nationwide.
- Fractional CTO and advisor guiding early-stage companies in product strategy, technology and AI architecture, algorithms, and team building.

TECHNICAL SKILLS

LLM systems (evals, RAG, MCP, agent orchestration, skills, context engineering) • AI-native Development (Claude Code, Cursor) Data platforms (Snowflake, Databricks) • Azure, AWS • Mixed-integer optimization • Personalization & ML • Python, SQL