

## SENIOR VICE PRESIDENT

### Pioneering digital advancements through strategic vision in Global Product Design & Management

Foresight-driven Product Executive with a 20-year track record of developing high performing talent and translating emerging technologies into scalable, high-impact solutions that drive customer growth, most recently for XR, IOT, and AI. Blending visionary insight with practical execution, skilled in leveraging research and analysis to inform product decisions. Architected and led the New Growth division, generating \$126M in recurring revenue; implemented feedback loops and optimization strategies that improved satisfaction by 14% and reduced churn by 20%, reinforcing sustainable, long-term value.

### Core Competencies

Customer-Centric Product Dev | Product Lifecycle Management | Global Leadership | Digital Transformation  
GenAI (GPT/BERT) | Cloud/Edge Computing | Financial & Capital Management | Agile | Extended Reality AR/VR/MR  
Thought Leadership | Strategic Planning & Execution | User Experience (UX) Design | Product Strategy & Roadmapping

### Professional Achievements

- **Proven Growth Results:** Launched 200+ Products and Services across consumer and business segments, leading to significant top-line growth of well over \$2B, highlighting a strong focus on cloud, IoT, video, XR, and AI technologies
- **Transformative AI Acceleration:** Spearheaded the 1st Cox integration of GenAI technologies, resulting in a ~30% reduction in care response times, and a 20% increase in customer satisfaction accelerating AI project adoption
- **Atlanta Business Chronical 40 under 40 (2020):** Recognized as 1 of 40 outstanding individuals under the age of 40 who are making significant career achievements and demonstrating social responsibility in the greater Atlanta area
- **Chairman of Atlanta Corp Innovation Council (Metro Atlanta Chamber):** Evangelist leading a coalition of Fortune 500 corporate professionals fostering innovation, collaboration, and growth within the Atlanta business community
- **New Business Activation:** \$1B Portfolio leader, Founder, and GM/CEO of Multiple Product-focused New Ventures

### Experience

#### Cox Communications | Atlanta, Georgia

2015 – Present

#### Vice President of New Growth & Development

2019 – Present

- Directed corporate strategy and cross-functional initiatives that reduce reliance on core business segments, and expanded the team from 6 to 124 professionals
- Architected and led the New Growth division, steering strategic diversification efforts that resulted in \$126M revenue and set the stage for \$600M ARR by 2034
- Partnered with C-suite executives to shape long-term corporate strategies and guide high-impact investments within emerging sectors; Healthcare, Cloud, Cleantech, VR/AR Gaming, Automotive, Spatial Media, and Business Services
- GM/President and founder of 6 New Ventures through seed funding; IOT, Mixed Reality, Private Networks & Health
- Architected and deployed advanced models such as GPT-3 and BERT for customer service automation, predictive maintenance, and personalized content generation across new business lines
- Managed an annual innovation budget of ~\$42M in OpEx and \$20M in CapEx
- Collaborated with data scientists to fine-tune AI algorithms, optimize training pipelines using TensorFlow and PyTorch, and integrate AI solutions with existing CRM and operational systems reducing \$35M in costs
- Identified, negotiated, and cultivated partnerships with external stakeholders, vendors, or tech start-ups, leading to the co-development of numerous products and services and expanding the company's market reach
- Managed ~\$250M in venture investments, achieving strategic diversification and partnerships for CCI
- Research & activated the Growth Strategy of new immersive experiences leveraging Virtual and Augmented Reality

#### Executive Director of New Growth Strategy & Business Development

2017 – 2019

- Instrumental in defining strategic direction as well as identifying and capitalizing on new growth opportunities that enhanced the company's competitive position



- Drove adoption of innovative business models while managing a strategic portfolio that balanced risk and potential
  - Co-founded Cox's new IOT business with committed \$5M in revenue for its 1st year
  - Created 'Frontier Primer' perspectives in web3, metaverse, Edge Computing, and digital twins
- Implemented AI-powered propagation models, transforming vast amounts of customer data into actionable insights, enabling informed decision-making and targeted offerings
  - Driving a 15% increase in revenue from new services
- Spearheaded the creation and implementation of Cox's innovation theme process elevating focus area selection rigor
- Established pipeline rigor to actively monitor 100+ companies, oversaw early/advanced diligence on 40 active investment opportunities in IOT, advanced connectivity, and edge computing
- Managed commercial venture activity resulting in interest equity and warrants in strategic development partners

#### **Senior Director of Product Development**

**2015 – 2016**

- Overhauled strategic 4-year vision incorporating immersive media and interactive experiences for; Voice, Connected Home, Video, and Broadband products, fostering a culture of innovation & customer-centric development
- Led the technical integration and deployment of a next-generation IPTV platform equipped with AR/VR capabilities, utilizing advanced machine learning algorithms for personalized content recommendations
  - Increasing customer engagement across 4M users with a \$125M budget
- Executed the Comcast and Cox agreement outlining licensing and engagement for a 10-year strategic partnership
- Engineered advanced recommendation algorithms for viewer preferences and generated personalized video suggestions. Leverage user behavior data and integrates AI models with the X1 streaming platform
- Developed a multi-product and multi-tenant integration approach to enable flexibility for change of functionality

#### **Accenture Plc. | Atlanta, Georgia**

**2012 – 2015**

##### **CMT Product Design Practice Lead / Technical Account Lead**

- Led strategic innovation initiatives and customer experience management across global markets, generating significant value through partnerships and new revenue streams. 80+ service providers and 150 resources
- Managed a \$60M P&L while driving strategic alignment with key industry trends
  - Boosted video solution annual revenues by \$8M in FY14 as the Atlantic region video practice lead
- Pioneered global partnerships with Apigee and Alcatel-Lucent, contributing over \$20M in annual revenue
- Directed all Accenture activities within tech division at Comcast, generating annual revenues of \$22M. Led the creation and buy in of 43 new product solutions
- Advised Comcast's Chief Strategy Officer on emerging wholesale opportunities, including the TWC acquisition
- Served as an agile product owner driving strategy and development alignment for rich communication suite, home network anywhere, VR/AR media, and video streaming

#### **Cox Communications | Atlanta, Georgia**

**2009 – 2012**

##### **Senior Manager of Product Development**

- Led the creation and certification of 21 wireless devices for new service rollout. Cut costs via an in-house testing unit
- Crafted requirements, improving collaboration, and drove QoS to notably boost service performance and reliability

#### **Additional Experience**

**Kyocera Wireless | San Diego, California | Systems & Application Engineering**

**2005 – 2009**

**QUALCOMM | San Diego, California | Product Test Engineer**

**2004 – 2005**

#### **Education and Certifications**

**Bachelor of Arts in Political Science** – San Diego State University, San Diego, California

- Certified ScrumMaster® (CSM)
- Certified Product Manager (AIPMM)
- Six Sigma Green Belt

**Technical Skills:** TensorFlow, PyTorch, Torch, EC2, S3, Lambda, SageMaker, Salesforce, Oracle, Tableau, JSON, JIRA, Slack, Zoom, Monday.com, Microsoft Office Suite, and Google Workspace