

## Platform Product Leader | Identity, Security, and Compliance

### Transforming Identity, Security, and AI Access Challenges Into Platforms That Drive Business Growth

10+ years building enterprise platforms that solve complex business, identity, security, and developer experience challenges at global scale. Led products securing ~\$9B in annual transactions and unlocking ~\$1.5B in revenue by treating access control as strategic growth infrastructure. Proven track record translating customer needs, business priorities, and security and compliance requirements into scalable platform capabilities across human and non-human identities. Adept at navigating ambiguity and working cross-functionally to align Security, Engineering, UX, Legal, and executive stakeholders around a unified platform roadmap.

### Core Competencies

- Identity and Access Management (IAM)
- Agentive, Non-Human, and Machine Identity
- Platform Strategy and Modernization
- Customer Discovery and Validation
- Consent, Privacy, and Regulatory Compliance
- Authentication and Authorization
- Access Governance and Policy Management
- Cross-Functional Product Leadership
- Developer Experience (DX) and API Strategy
- Product Analytics and Experimentation

### Technical Expertise

- OAuth 2.0
- Model Context Protocol (MCP)
- Policy Engines
- Service-to-Service Authentication
- AI Identity and Agent Governance
- OpenID Connect (OIDC)
- RBAC / ABAC
- Token Lifecycle Management
- API Security and SDKs
- ML-Based Anomaly Detection and ITDR

### Professional Experience

**NIKE, INC.**, San Francisco, CA (Fully Remote)

#### Lead Product Manager - Enterprise Identity and Security Platforms

2023 - 2026

Drove product vision, strategy, and roadmaps for global data access and security infrastructure, delivering identity and access management (IAM) capabilities, securing enterprise and consumer data, and supporting ~\$9B in annual transactions.

- Built and deployed enhanced enterprise OAuth 2.0 and OIDC authentication and authorization platforms, securing enterprise and consumer digital experiences across Nike's global cloud infrastructure.
- Unlocked ~\$1.5B in revenue by modernizing identity platform with granular service-to-service authorization capabilities, enabling secure, least-privilege, compliant access controls across global systems.
- Built and deployed AI coding agent for authentication and authorization APIs and SDKs, embedding LLM-powered assistance directly in developer workflows, cutting service misconfiguration risk, and supporting overhead while improving implementation speed by 25%.
- Enhanced threat detection and response by 50% by partnering with data science and security to build ML-driven anomaly detection, establishing runtime detection layer for governing non-human and AI agent access.
- Achieved 100% enterprise adoption of standardized AuthN / AuthZ services through platform scalability, resiliency, and developer experience improvements.
- Elevated security posture and reduced attack surface by 15% by leading cross-functional customer discovery efforts with UX, security, and dev platform teams and delivering DX-focused data access lifecycle workflows for applications.
- Decreased supply chain risk by implementing access governance, integration tracking, and lifecycle management controls within internal platform supporting third-party vendor integrations.
- Defined and tracked platform KPIs across adoption, platform usage metrics, developer onboarding, security posture, and risk reduction to guide product investment decisions and roadmap prioritization.

**NIKE, INC. (Continued)****Senior Product Manager - Identity, Privacy and Security Platforms****2020 - 2023**

Led global identity, privacy, and security platforms, owning account, consent, and access foundations enabling secure, compliant digital experiences for 200M+ users across 50+ international markets.

- Designed and shipped global consent and permissions management platform, giving users granular control over account data privacy and permissions across all digital products and unlocking ~\$100M in marketable revenue.
- Led cross-functional UX design, development, and global rollout of user-facing permissions experience across ~50 regions and languages, balancing diverse compliance requirements with security, trust, and UX goals globally.
- Protected ~\$80M in consumer and athlete identity assets by migrating highly sensitive account data to modernized infrastructure, implementing permissions management and securing access controls throughout transition.
- Drove ~\$30M in incremental revenue by updating and migrating marketing consent API endpoints, strengthening API governance controls and integration capabilities across downstream systems.
- Collaborated cross-functionally with engineering, UX, security, legal, and senior leadership, translating complex data access, security, customer trust, and regulatory compliance requirements into scalable platform capabilities.
- Applied analytics, experimentation, platform telemetry, and operational metrics, driving roadmap prioritization and tracking compliance and risk-reduction initiatives across identity and privacy platforms.

**COSTAR GROUP - BIZBUYSSELL.COM, San Francisco, CA****Product Manager - Online Marketplace****2016 - 2019**

Owned marketplace platform strategy for business buyers and sellers.

- Increased adoption 50% by leading cross-functional teams to build partner API integrations powering new demand-side product experiences.
- Grew conversions 10% and monthly cross-sell subscription revenue \$30K through A/B testing and funnel optimization initiatives built on Optimizely, HEAP, Google Analytics, and SQL.
- Implemented advanced filtering and discovery enhancements, improving conversion rates by 6%.
- Managed syndication integrations to enable users to advertise across network of partner domains, expanding impressions and boosting annual revenue ~\$100K.

**PERRICONE MD, San Francisco, CA****Web Producer - Ecommerce Platform****2015 - 2016**

Managed product roadmap, drove platform enhancements based on product strategy, vision, and user experience.

- Increased average order value by 20% by running A/B tests and Google Analytics funnel analysis to identify and capture incremental revenue opportunities.
- Managed digital support for new product launches, created wireframes and drove design and development work, raising expected ROI by 10%.
- Led \$120K CRM implementation, optimizing email campaign capabilities and boosting monthly revenue by \$30K.

**GENENTECH, INC., South San Francisco, CA****Marketing Web Operations Manager - Vendor Management and Data Compliance Platforms****2011 - 2015**

Owned vendor-facing Salesforce web applications in regulated pharmaceutical environment, translating business and regulatory requirements into platform capabilities and managing Agile engineering delivery.

- Enabled compliant submission and validation of \$5.3M in marketing event spend by translating regulatory requirements into vendor-facing platform capabilities, supported by partner training, documentation, and demos.
- Reduced overhead costs by \$122K by exceeding vendor onboarding and data compliance targets, scaling third-party access to Salesforce-based platforms while maintaining 99% data accuracy.

**Education**

- **Master of Business Administration (MBA)**, Global Management - Marketing Emphasis, Thunderbird School of Global Management, Glendale, AZ
- **Bachelor of Arts (BA)**, Humanities, Media Studies, Arizona State University, Tempe, AZ

**Professional Certifications**

- Designing and Building AI and ML Products, Massachusetts Institute of Technology (MIT), October 2024
- PMC Level 1 Certification, Pragmatic Institute, December 2021
- Software Product Management Certification, Product School, August 2016