
PRODUCT MANAGEMENT / PROGRAM MANAGEMENT / SOFTWARE ENGINEERING

Multidisciplinary product and technology leader with a track record of defining strategy and bringing emerging AR/VR/XR and AI/ML products from concept to market. Combines engineering depth, customer insight, and experience across startups and global technology companies to align cross-functional teams, shape product roadmaps, and translate complex technologies into scalable platforms and compelling user experiences.

PROFESSIONAL EXPERIENCE**APPLE | CUPERTINO, CA****2017–PRESENT****SENIOR SOFTWARE ENGINEERING MANAGER | SPATIAL COMPUTING | AI/ML****2023–PRESENT**

Direct three core teams within Apple's Vision Products Group (VPG). Built the Developer Ecosystem Engineering team (empowering developers to create apps for Apple Vision Pro) while continuing to lead the Technical Program Management Demo team (driving live Vision Product technology demonstrations at high profile industry events) & Media R&D team (prototyping, building, and producing XR media to showcase Vision products capabilities). Manage \$7M+ annual operating budget & 25-person team.

- **Scaled the visionOS developer ecosystem globally**, supporting 4K+ native visionOS developers and apps.
- **Built high-performing teams**, resulting in near zero attrition and ~70% promotion rate to senior positions.
- **Drove developer content, product messaging, and visionOS launch strategy** for WWDC 2025 and 2026, aligning HW/SW Engineering, Product Marketing, and Developer Relations leaders on platform narrative.
- **Vision Products Group principal presenter** at Apple's annual Worldwide Developer Conference (WWDC).
 - Platforms State of the Union speaker for visionOS Launch at WWDC 2024 [LINK](#) and 2025 [LINK](#).
 - Keynote speaker for hero Apple Vision Pro Product Launch at WWDC 2023 [LINK](#).

SENIOR TECHNICAL PROGRAM MANAGER | SPATIAL COMPUTING | AI/ML**2020–2023**

Revitalized User Research and Data Collection team, scaling organization 10x in <18 months. Expanded Technical Program Demo & Media R&D teams. Led \$15M+ annual budget, overseeing ~65 employees & contractors.

- Laid foundation to capture 32K+ data sessions across 50+ AI/ML data collections, supporting 10+ algorithms underpinning Vision technologies.
- Worked with HW/SW Engineering and AI/ML teams to develop novel operational processes, allowing for continued data collection during COVID-19 pandemic, enabling Apple Vision Pro to ship on schedule.

TECHNICAL PROGRAM MANAGER | SPATIAL COMPUTING (AR/VR/XR)**2017–2020**

Selected to build and lead Technical Program Management Demo team and Media Research & Development team.

- Lead Technical Program Manager, WWDC 2019, driving 36 parallel workstreams equivalent to 3-4 PM workloads.

HUMMR | SEATTLE, WA**2016–2017****CO-FOUNDER**

Co-founded experiential marketing agency focused on launch, partner, and community engagement programs for technology and consumer brands, overseeing a 25-person team.

- Established major partnership with Scoop, a corporate commuter ride-sharing application [LINK](#).
- Drove demonstrations of client technologies for corporate partners such as Amazon, Microsoft, T-Mobile, Genentech, Stanford University, & Swedish Hospital to blitz-scale user base, onboarding 14K+ new users.

PREVIOUS EXPERIENCE**2013–2016**

- Founded & scaled marketing agency to ~\$1M in annual revenues, partnering with clients (MSFT, Nike, NBC, etc.)

EDUCATION

CAPELLA UNIVERSITY | Doctor of Philosophy – Business Strategy & Innovation | 2026 Candidate

UNIVERSITY OF OXFORD | Master of Science in Software Engineering | in progress

UNIVERSITY OF OXFORD, SAÏD BUSINESS SCHOOL | Executive Master of Business Administration

UNIVERSITY OF OXFORD, SAÏD BUSINESS SCHOOL | Postgraduate Diploma Strategy & Innovation | Valedictorian

UNIVERSITY OF OREGON | Bachelor of Science – Computer Science

BOARD-LEVEL ADVISORY / VOLUNTEER ENGAGEMENT

NORTH AMERICA ADVISORY BOARD MEMBER | Rise: Women in Broadcast & Media Technology

CAREER COACH | The Honor Foundation (career transition program for U.S. Special Operations veterans)

MOTORCYCLE RALLY RIDER | Rally for Rangers (non-profit empowering wildlife conservation rangers in remote locations)