Paul Gentile
Director, Product Management – New York, New York
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PROFESSIONAL PROFILE
Acquired over ten (10) years of inbound and outbound product management experience. Proven success integrating and launching proprietary systems for health care, real-time bidding, event management, document management, human resources, financial services, social networks, and payment gateways in enterprise ecosystems. Proficient in Product Management, Object-Oriented Design, Software Analysis, Agile Development, and Solutions Architecture.

Passionate in developing credibility with customers, stakeholders, and cross-functional teams. Focused on becoming an expert and leader to drive business results. Achieves strong and sustainable revenue, market, and profit objectives through expertise in tracking sales force, customer engagement, development roadmaps and work breakdown structures for multiple departments and strategies. Thrives in high-paced agile environments where action, quality, customer satisfaction and completion are paramount. Possesses a track record of innovation and experience in delivering rich and compelling product solutions.

TECHNICAL SKILLS

- Consumer Impact Analysis
- Software Architecture
- Pricing Strategy
- Requirements Definition

- Problem Modeling and Resolution
- Business Messaging and Marketing
- Technical Specifications Design
- Coding, Scripting, and Releasing

- Process Development
- Resource Management
- Detailed Documentation
- Testing, Debugging, and Refactoring

TECHNICAL OVERVIEW
Proficient with: Firebase, Crashlytics, Google Analytics, BitRise, Postgress, Postman, Github
Experience with: Swift, Objective-C, SQL, Visual Basic .Net, Java, Angular JS, Bash Scripting
Database: MySQL, SQLite
Environments: AWS, Azure, LAMP/MAMP stack, DNS, and DHCP organization and manipulation.
Editors: Xcode, Sublime Text, Dreamweaver, Textmate, Notepad++, Atom, and Netbeans
Frameworks: AJAX, DOM and MVC
Security: VPN, SSH, Two-Factor authentication, (XSS) Cross-site Scripting
Software: JIRA, TFM, InVision, Omniplanner (Gantt Charts), Sequel Pro, Trello, Slack
Adobe Suite: Skilled in Adobe CS6 (Illustrator, Photoshop, InDesign, Flash)
Languages: Native speaker in English, studied & worked with Spanish, French, and Japanese

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EXPERIENCE

01/2018 – Present
New York, NY

Director, Product Management, Veta Health – *PaaS Healthcare Applications*
- Defines architecture plans, prioritizes backlog of defects, improves development cycles, and implements server and client-side applications for the customer and agent facing solutions.
- Worked with large health systems, partners, and clinicians to improve and track patient care.
- Researched and integrated 3rd Party Vendors for A.I, analytics reporting, chatbots and messaging.
- Maintained product planning and communications covering (4) four teams across (3) three continents involving over (60) sixty staff members.

10/2016 – 06/2017
Miami, FL

Director, Product Management, Bash Network – *SaaS RTB Solutions for Nightlife Venues*
- Managed several components including internal and external CRMs, scheduling, time sheets, payouts, and billing.
- Researched 3rd Party event management software, e.g. ETouches to establish key deliverables for concert venues and events products.
- Responsible for leading marketing, development, design, testing, and QA teams in South Florida, Lima, Peru, and Paris, France.
- Incorporated IBM Watson, Google, and Adobe products including Fabric.io and Crashlytics.

04/2014 – 10/2016 *Miami, FL*	**Senior Product Manager,** Five Three – *Hardware Products and Financial-Tech Services* • Responsible for product management, marketing, engineering and QA teams with (6) six members in each team, dedicated to Backend and native app SAAS for Financial Services, Telecommunications, HR, and Payment Gateways. • Collaborated with chief executives of sales and operations, heads of engineering, marketing and accounting to facilitate modernization of business processes for hardware clients. • Delivered client and affiliate CRMs, system access, parts procurement and orders, production scheduling, time sheets, reporting, payouts, and billing. • Integrated Salesforce Kenandy Cloud EIS, JIRA and QuickBooks, diminishing backlog from eight (8) months to three (3) months, interfacing directly with clients, engineering, marketing, QA and sales executives and accounting. • Completed implementation of an Azure cloud environment for order processing and assembly tracking as well as analytics and parts procurement, SQL Database Management, BTLE integration and mapping for pneumatic and electrical control schemes.
03/2012 – 04/2014 *Miami, FL*	**Operations and Visual Merchandising,** Apple Inc. – *Consumer Technology* • Collaborated with sales, merchandising, inventory, developers, QA, and HR through feedback sessions and reporting research benefits of existing EIS and HR Kronos Products, including Workforce, Planner, and InTouch TimeClock. • Trained managers and staff on IS&T CRMs (for repairs, merchandising, and inventory) and Kronos products for scheduling and tracking employee history. • Maintaining reports and interfacing with Merchandising and Inventory teams using SAP solutions to establish consumer product trends. • Involved in building low fidelity and high-fidelity prototypes to simulate user experiences and train staff.
04/2008 – 03/2012 *Tallahassee, FL*	**Product Manager,** Five Three – *Business Applications* • Responsible for (4) four teams, i.e. sales, marketing, development, QA with (6) six members in each team, dedicated to iOS and Android solutions for different markets. • Responsible for generating BRD, MRD, and PRD documents as needed. • Worked with HR managers to design and built an HR Management and Lead Generation system for tracking new hire applicants, employees and documentation.

PROJECTS

2014 – 2016 *Miami, FL*	**Warren** *Social Paper Trading Platform with Stock Recommendations* • Prepared, executed, and coordinated product acceptance based on user stories. • Researched and reported competitor and disrupter products.
2013-2015 *Ann Arbor, MI*	**BOLDR** *Advanced Venue Marketing System with Customer (BTLE) tracking* • Heavily involved in Designer Led User Research (DLUR), Usability Testing & Synthesizing. • Build B2C digital solution which are engaging to members and improve the business bottom line.
2014 - 2015 *Miami, FL*	**Witch Wolf Suburbia** *2D iOS Multiplatform game* • Development Manager and Lead Designer of a game built in Objective-C using Apple's SpriteKit framework.
2010 - 2016 *Tallahassee, FL*	**Apps for Hunger** *Charity that uses app revenue to raise funds and awareness* • Directed development projects for iOS games raising funds for our supported charities. • Over five (5) million raised across 20 different games and six (6) million downloads.

EDUCATION

2007 – 2011   **B.A. in Philosophy of Science and Technology**
FSU Dean's List   *Florida State University, Tallahassee, FL*
- Minor in Business Finance
- Minor in Graphic Design
- Minor in English

REFERENCES

*Available upon request