

# Luis Calderon

*Product Leader | PLG Expert | AI Innovation*

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## EXECUTIVE SUMMARY

**Data-Driven Product Leader with a proven track record** across iconic brands including Intuit (\$900M TurboTax), Ancestry (\$800M), and eBay (Global Marketplace). Currently CPO of SketchPop (\$3M e-commerce). Distinguished by shipping AI/ML products pre-ChatGPT and deep expertise in **Product-Led Growth (PLG)**, conversion optimization, and consumer scale.

Core superpower is analyzing user behavior to drive ruthless prioritization and measurable growth. Successfully led products serving 4M+ users and managed high-performing product teams. Seeking VP/Director Product roles in PLG, AI/ML, or Consumer Tech.

## PROFESSIONAL EXPERIENCE

### Principal Product Manager (Group PM) - AI/ML

2021 - 2024

#### *Intuit - TurboTax Self-Employed*

*Led \$900M business unit serving 4M+ solopreneurs. Managed 4 PMs. Delivered 10-15% CAGR (\$100-150M annual growth).*

- **PLG Strategy:** Drove pure PLG motion with zero sales team—freemium model, self-service onboarding, product-driven conversion across millions of users.
- **Expense Categorization AI:** Shipped ML model auto-categorizing expenses from receipts/transactions, reducing manual entry 60%+ and improving completion rates.
- **Deduction Finder ML:** Built predictive algorithm using HITL training to identify missed deductions—increased average refund \$1,200+, drove upsell revenue.
- **Audit Risk Predictor:** Developed ML model to predict IRS audit risk and suggest optimizations, reducing user anxiety and improving trust/retention.
- **Document Extraction AI:** Deployed OCR/AI to extract data from tax documents (W-2s, 1099s, receipts), removing friction and improving conversion.
- **Data-Driven Execution:** Analyzed user behavior across millions of sessions using cohort analysis, funnel optimization, A/B testing to identify friction and drive product decisions.
- **Leadership:** Hired and mentored 4 Product Managers focused on PLG, AI/ML, and growth experimentation.

### Chief Product Officer (CPO) - AI Transformation

2018 - Present

#### *SketchPop LLC*

*Acquired and scaled consumer e-commerce business (Custom Caricatures, Turned Yellow, Make Me Jedi brands) to \$3M annual revenue with 20% profit margins.*

- **AI Operations:** Deployed AI chatbots for customer service achieving 40% cost reduction while maintaining 4.8/5 satisfaction—handles 70% of inquiries without human intervention.
- **Growth:** Doubled order volume (5K+ to 10K+ monthly orders) with same headcount through AI automation, improved conversion funnels, and operational efficiency.
- **Product Innovation:** Launched new caricature styles and AI-assisted artwork tools reducing artist time 30% while maintaining quality and customer satisfaction.
- **Data-Driven Marketing:** Used cohort analysis and A/B testing to optimize pricing (\$50-200 range), product bundling, upsells, and retention strategies for lifetime value improvement.
- **Marketplace Expansion:** Grew from single Shopify store to multi-channel (Etsy, Amazon Handmade, direct) distribution increasing revenue 3x in 3 years.

### Founder & Principal Consultant

2024 - Present

#### *GrowthAlchemyLab*

*Product strategy consulting focused on AI/ML implementation and PLG optimization for consumer and SMB companies.*

- **AI Strategy:** Advise consumer/PLG companies on AI product strategy, LLM implementation (GPT-4, Claude), and agentic workflows for measurable ROI and competitive advantage.
- **Impact:** Helping clients achieve 30-50% cost reduction through operational AI deployment in customer service, content generation, and data processing workflows.

- **PLG Optimization:** Consult on freemium funnel optimization, conversion rate improvement, and self-serve onboarding for product-led growth companies.
- **Growth Experimentation:** Design and implement A/B testing programs, analytics frameworks, and data-driven decision processes for clients.

Director of Product - Growth

2016 - 2017

Ancestry

Led growth product initiatives for \$800M subscription business serving millions of genealogy enthusiasts.

- **Mobile Growth:** Led mobile app conversion initiative achieving **30% lift** in subscriptions through funnel optimization and reduced friction.
- **Revenue Lift:** Built and rolled out abandon cart email campaigns with personalized offers resulting in 5% incremental revenue lift.
- **Shopping Experience:** Designed new subscription shopping flows improving top-of-funnel customer acquisition and reducing drop-off rates.
- **A/B Testing:** Ran extensive experimentation program to optimize pricing pages, trial offers, and onboarding flows for conversion improvement.

Product Leader - Payments & Customer Connection

2013 - 2015

eBay Marketplaces

Led product initiatives for global payments and checkout serving hundreds of millions of buyers across 190+ countries.

- **\$100M+ Lift:** Led checkout optimization initiatives achieving +2% conversion improvement at global scale, translating to \$100M+ annual revenue impact.
- **Analytics Leadership:** Led global payments analytics team of 5 analysts, providing strategic data insights and dashboards for product decisions across checkout, fraud, and payments.
- **Customer Connection:** Launched buyer-seller messaging features improving post-purchase communication and reducing disputes by 15%.
- **Operational Excellence:** Reduced checkout defects by 33% through improved quality processes, automated testing, and defect tracking systems.
- **Global Scale:** Managed product initiatives affecting 160M+ active buyers across desktop, mobile web, and native apps in multiple currencies and languages.

Early Career History

- **Doctor.com (2017-2018):** Director of Product Management. Launched provider platform features increasing engagement 15% and improving doctor-patient communication.
- **Tile (2015-2016):** Growth Product Leader. Defined and launched hardware-as-a-service subscription program with 12-month retention optimization.
- **Accenture (2010-2012):** Management Consultant. Strategy consulting focused on Marketing, Sales, and CRM transformation for Fortune 500 clients.
- **Bebarang (2009-2011):** Co-Founder & CEO. Built online e-commerce exchange platform from 0 to 1, managing product, engineering, and operations.

EDUCATION

MBA & MS (Dual Degree), University of Michigan - Ross School of Business	2011
BS Electrical Engineering, University of Virginia	2003

SKILLS

Product & Strategy	AI & Technology
Product-Led Growth (PLG), Consumer Tech, Roadmap Strategy, A/B Testing, Conversion Optimization, Go-to-Market	AI/ML Product Mgmt, LLMs (GPT-4, Claude), HITL, Prompt Engineering, Predictive Analytics