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Product leader with 13+ years building consumer SaaS, mobile, and AI products. 14th employee at Streamlabs through its acquisition by Logitech, founder of PucaTrade, and now the solo builder of TradeMagic.gg, from spec to production.

\$38M new revenue from a stream design marketplace	\$50M+ donated through a nonprofit platform	4.2M+ new users from a cross-platform growth push	9.5M+ trades worth \$35M+ on PucaTrade
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EXPERIENCE

TradeMagic.gg Founder & CTO

2025 – Present

- Launched Aug 2025: **3,500+ completed trades worth \$35K+** across 1,350+ users, with 99.7% of trades rated 5/5.
- Grew monthly completed trades **17x in H1 2026**; 72% of traders came back for a repeat trade.
- Design, build, and ship it solo, spec to production: React 18 + TypeScript, Node/Express, PostgreSQL, AWS.
- Closed a pre-seed round with 2 investors on SAFE agreements.

Streamlabs (acquired by Logitech) Senior Product Manager, Head of Growth

2017 – 2024

- 14th employee; helped scale the company from 14 to 100+ people through its acquisition by Logitech.
- Owned strategy for consumer web, desktop, and mobile products; promoted to Head of Growth with 7 direct reports.
- Launched the world's largest stream design marketplace: **\$38M new revenue and 6.5M+ installs** in year one.
- Launched a peer-to-peer fundraising platform for nonprofits: **1.5K+ charities, \$50M+ donated** in 3 years.
- Grew broadcast software market share **41%** with a cross-platform conversion strategy, adding 4.2M+ users.
- Reset strategy and priorities for the web video editor, lifting KPIs and revenue **460%**.
- Built a custom mobile install flow that grew acquisition **416%**, reaching 150K+ MAU in under a quarter.
- Shipped a recommendation engine and search ranking that raised revenue **12%**.
- Led AI integration across the product suite, including voice synthesis and AI-generated content features.

PucaTrade Founder & CEO

2011 – 2017

- Created the first asynchronous trading platform for collectible cards, built on credits and gamified progression.
- Took it from MVP to **9.5M+ trades worth \$35M+**; grew active users 25% a year to 175K+.
- Grew revenue from **\$0 to \$1.6M** through subscriptions and new monetization models.
- Cut churn **80%** by analyzing user behavior with 300+ SQL queries and reworking onboarding.
- Owned the P&L and a \$500K+ annual budget; raised \$75K in 2 community crowdfunding campaigns; built and mentored a team of 9.

SKILLS

- Product
- Strategy, go-to-market, monetization, growth and acquisition, gamification systems
- Delivery
- Agile and sprints, specs and technical docs, KPI-driven decisions, cross-functional leadership
- Build
- Figma, SQL, React, TypeScript, Node.js, PostgreSQL, AWS

EDUCATION

Whitman College
B.A., Rhetoric, Communication & Film
Walla Walla, WA