

# MARVIN DIAZ

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## SUMMARY

Hi, I'm Marvin Diaz and I've spent the last 4 years working across diverse geographies at the intersection of Drone Tech, Product Management, and Data Science. With a good mix of enthusiasm and strong product abilities, I am looking for my next big challenge.

## EXPERIENCE

### AirFi.aero | Product Manager

Nov 2016 - Apr 2019 Singapore | The Netherlands

- Defined product metrics and utilized data trends obtained from customer touch-points to predict customer behavior leading to a 35% increase in e-commerce platform sales.
- Led end-end Product Requirement Gathering and Product Requirement Documentation (PRD) resulting in PCI certification of the AirFi e-commerce platform.
- Effectively translated the Product Roadmap into a actionable product pipeline containing the Product Backlog of user stories, defects & features
- Worked closely with business teams to gain a deep understanding of the market trends and customer behavior to develop "active" notifications that drove up product adoption by 20%.
- Scrum master for weekly sprint planning across three remote teams for the development of the AirFi Ad Server by balancing dynamic business, product and technical requirement changes.
- Derived SMART insights from market feedback to design data dashboard wireframes specific to local Indonesian users. User adoption rates tripled after introduction of region specific UX.

### Aerologix Pty Ltd | Product Manager

Oct 2019 - Present Australia | Bangalore, India

- Aerologix works with A.I. assisted drone flight tech
- Sole product manager at Aerologix, built product from scratch and manage all aspects of product portfolio
- Envisioned and developed a B2B & B2C products for autonomous drone flight to facilitate 3D asset mapping, livestream and a drone-pilot marketplace
- Scrum master for the global technical team, managing a 15 member strong project development team
- Wear multiple hats juggling product development, project management, business analysis & UX design

## Chosen to lead

Handpicked by the CIO of AirFi.aero to lead product development of "AirFi Ad Server" built specifically for South East Asian clients.

## EDUCATION

### Bachelor's of Aeronautical Engineering - Anna University

- Awarded the prestigious "KCG Leadership Award" for exhibiting strong leadership abilities, exceptional co-curricular, extra curricular performance and overall contribution to the institution.

### Advanced Product Management: Business Strategy & Product Metrics

### Innovation Design Thinking University of Virginia - Darden School of Business

### Initiating and Planning Projects Certification - University of California Irvine - The Paul Merage School of Business

### Scrum, Agile and Project Delivery Certification

## STACK

Aha! | Confluence | JIRA | Figma |  
Google Analytics | Amplitude