

## Renato Zamudio Candia, Product Leader

Proven track record of leading engineering teams, designers, and analysts to bring innovative products to market.

### Work Experience

Jun 2019 - Current

#### **Thirty Capital | Lobby CRE, Product Manager**

- Founding member (employee #3) of the startup team at Lobby CRE - a SaaS application for the real estate industry; housed under the Thirty Capital umbrella of companies.
- Collaborated with engineering, design and executives to bring the first data management and analytics platform in the industry to market.
- Led strategic initiatives to develop and implement flagship features of the app, which became main drivers for revenue and adoption.
- Direct impact in growing the platform from 0 users and 0 clients to over 5000 users and 500 clients.
- Worked closely with the CTO, lead data scientist, and lead data engineer to develop the only data standardization engine in the industry, helping achieve first mover advantage.

Apr 2019 - Jun 2019

#### **Thirty Capital | Lobby CRE, Business Analyst**

- Gathered requirements and wrote detailed user stories for data, software, and quality assurance engineers in Jira following agile and scrum methodologies.
- Coordinated with customer success to create an onboarding process, implement our solutions and consistently deliver value to our clients through a continuous feedback loop.
- Built processes to enhance efficiency and communication using Jira, Lucid, and Slack and Teams, which had a direct impact on sprint metrics and product releases.
- Ran daily stand ups and met with engineers in five different continents and three different time zones to refine tickets, address blockers, and define critical business logic to execute on sprint plans.
- Wrote product and technical documentation, as well as marketing materials for the the team to circulate to clients and prospects.

Feb 2018 - Apr 2019

**Thirty Capital | Lyra Intel, Account Executive**

- Led a strategic push to grow our footprint from 5,000 units and 7,500 tenants to over 15,000 units and 20,000 tenants in our tenant engagement mobile app.
- Managed relationships with over 50 restaurants and retailers to find effective advertising solutions within our app to ensure success for our real estate partners.
- Advised the product team with UI, UX, engineering, and user engagement improvements to drive enhancements and promote a clear vision of our product and brand.
- Designed sales decks to effectively market our value proposition, leveraging the strength of our vendor and real estate partnerships.

Sep 2017 - Feb 2018

**Web.com, Account Executive**

- Communicated with small businesses to discover their digital challenges and provided solutions in the form of organic online growth, client relationship systems, and advertising campaigns.
- Analyzed thousands of records to improve our data collection techniques, create a single source of leads, and develop efficient time management methods for the team.

**Education**

Oct 2020 - Feb 2021

**PropertyQuants, Applying Data Science and Machine Learning to Real Estate**

Master's level real estate data science course

Aug 2017 - Feb 2018

**University of North Carolina at Charlotte, Full Stack Web Development**

Javascript, SQL, Node

2011 - 2013

**University of North Carolina at Chapel Hill, Bachelor of Arts (B.A.)**

Political Science, Religious Studies

**Skills**

Agile Methodologies	Business Strategy	Product Innovation	Product Management
Data Analytics	Scrum	Strategic Vision	Cross-functional Team Leadership
UI/UX Design			