

Cesar Moreno

PRINCIPAL PRODUCT MANAGER | AI-POWERED PRODUCT INFRASTRUCTURE & TECHNICAL EXECUTION

PROFESSIONAL SUMMARY

Principal Product Manager with 10+ years architecting scalable product infrastructure for high-growth streaming, media, and SaaS platforms. I am a technical builder who ships AI-powered automation, optimizes cloud architectures, and drives measurable business outcomes, I delivered \$5M+ cost savings, 70% subscriber growth, and 40% infrastructure cost reductions. Known for bridging strategy and execution by prototyping with AI tools, designing APIs, and building the systems that eliminate operational bottlenecks. Expertise in product operations, DevOps transformation, and hands-on technical delivery.

PROFESSIONAL EXPERIENCE

THE PMO TEAM | Senior Director, Product and Technology | Remote | March 2025 – Present

- Architecting a RAG-powered contract management agent, combining vector search over proprietary document libraries with real-time tool calls projected to reduce errors by 60% and deflect manual review by 40%.
- Architected portfolio operating system using JIRA APIs and Smartsheet automation, improving on-time delivery 30% across 10+ concurrent client initiatives
- Executed cloud migration program delivering 40% infrastructure cost reduction and 25% technology adoption increase through hands-on technical implementation
- Deployed internal GenAI tools (Claude, GPT-4, custom prompts) cutting PRD, TDD and design documentation time by 50%, directly accelerating team velocity
- Shipped B2C client MVPs to production in 2-3 weeks using Lovable, Replit, and Figma delivering working software, not just strategy

ViX (Televisa-Univision) | Senior Director, Product Management | Doral, FL | June 2021 – January 2025

- Drove 70% subscriber growth in 6 months by optimizing subscription funnels across iOS, Android, web, and OTT platforms through experimentation and conversion analysis
- Delivered \$5M annual cost savings executing 500+ FAST channel migration evaluated vendors, designed architecture, drove technical implementation with 20% compliance improvement
- Reduced infrastructure costs 20% through hands-on DevOps optimization redesigned cloud architecture, implemented autoscaling and caching for high-traffic streaming serving millions of concurrent users
- Improved feature delivery velocity 30% MoM by implementing agile methodologies and building custom product tooling for distributed engineering teams
- Designed and implemented automated CI/CD pipelines and release management workflows enabling continuous delivery at scale
- Established SOX-level governance frameworks for IPO readiness built audit trails, compliance dashboards, and documentation standards
- Architected real-time operational dashboards integrating JIRA, Smartsheet, Asana, and ServiceNow for executive reporting and initiative tracking

UNIVISION | Director, Video Engineering and Product | Doral, FL | June 2018 – June 2021

- Increased user engagement 25% by standardizing product workflows and implementing data-driven feature prioritization across iOS, Android, Roku, and Fire TV platforms

- Delivered 30% cost savings by modernizing security and identity infrastructure evaluated auth providers, designed OAuth/JWT implementation, reduced operational risk
- Accelerated time-to-market by establishing cross-functional delivery framework that unified fragmented platform teams through standardized APIs and shared component libraries

FUSION MEDIA | Director, Video Engineering and Operations | New York, NY | March 2017 – June 2018

- Reduced operational costs 30% by architecting and executing AWS/GCP cloud migrations for digital media properties serving ABC News and Univision audiences
- Decreased platform downtime 25% by integrating ITIL and SDLC best practices into operational workflows and incident response processes
- Owned end-to-end vendor selection, platform evaluation, and migration architecture design for media streaming infrastructure

VERIZON MEDIA | Senior Operations Product Manager | San Jose, CA | December 2014 – March 2017

- Improved operational efficiency 40% by automating processes and optimizing workflows for 24/7 Go90 streaming platform operations
- Increased customer satisfaction 60% by redesigning incident response protocols and implementing real-time platform monitoring
- Led product delivery processes, sprint planning, and cross-team technical coordination for live digital streaming product launches

CORE COMPETENCIES

Product Management: Product Strategy · Roadmapping · 0-1 Development · A/B Testing · Experimentation · OKRs · PRD/TDD Authoring · GTM Strategy · SaaS & Platform Products · Data-Driven Prioritization · Single-Threaded Ownership

AI & Automation: GenAI Implementation · Agentic AI Workflows · Prompt Engineering · LLM Integration · AI Governance (SOX, GDPR, SOC 2, HIPAA) · n8n · Lovable · Replit

Cloud & Infrastructure: AWS · GCP · Azure · CI/CD · DevSecOps · REST APIs · GraphQL · OAuth/JWT · Apigee · OTT/Streaming Platforms (Roku, FireTV, YouTube) · Distributed Systems

Data & Analytics: SQL · Looker · Tableau · Amplitude · Statsig · Optimizely · Datadog · New Relic · Comscore · Conviva

PM Tools: JIRA · Confluence · Figma · Miro · Asana · Smartsheet · ServiceNow · Salesforce · Notion · Lucidchart

Methodologies: Agile · Scrum · SAFe · Kanban · ITIL · Lean Six Sigma · SDLC · Release Management

Compliance: SOX · GDPR · SOC 2 · HIPAA · ISO 27001 · Audit Readiness

EDUCATION & CERTIFICATIONS

Miami Dade College | Bachelor's Degree, Computer Engineering

Stanford University | Advanced Program, Project and Program Management

Florida Atlantic University | Certification, Lean Six Sigma, Agile and SAFe Methodologies

Recent Certifications (2020-2025): Agentic AI | Generative AI | Product Management | Agile Project Management | Decision-Making Strategies | JIRA Cloud | Business AI

LANGUAGES

English (Native) | Spanish (Native) | Portuguese (Beginner)
