



Philip Marchetti

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EXPERIENCE

- 01/2020 – Present **Product Manager, Self-Driving Capabilities** | Uber ATG | Pittsburgh, PA
Working on building the future of an Uber self-driving offering by extending autonomous capabilities, creating metrics to measure quality, and working across legal, policy, systems engineering, software, & hardware to collaborate.
- 07/2018 - 01/2020 **Product Manager, Emerging Platforms & OTT** | NBCUniversal | Englewood Cliffs, NJ
Product lead for CNBC over-the-top apps on streaming devices like Apple TV, Roku, & Fire TV and voice-first portfolio on platforms like Amazon Alexa & Google Assistant
Led cross-disciplinary agile development team in: Discovery / UX research, Roadmap / Product strategy, Alignment with internal stakeholders, and Management of external platform partners
Drive team toward KPIs focused on audience development, revenue growth, and innovation/experimentation in new technologies and business models
- 01/2019 – 01/2020 **Adjunct Instructor** | Iona College, Hynes Institute of Ent & Innov. | New Rochelle, NY
Taught multiple sections of graduate-level course: ENT 601 - Ideation & Design Thinking
- 11/2015 – 06/2018 **Manager, Product Strategy & Partnerships** | Verizon | New York, NY
Led University Program of UX research, ideation, & prototyping challenges with students to drive new insights, concepts, & tech strategies into media businesses (Go90, AOL, Yahoo)
Partnered with product owners, UX/UI designers, R&D engineers, and executives to scope projects tied to high priority initiatives in AI, content strategy & more.
Consultant, Product Strategy | 11/15 – 9/17
- 09/2014 – 11/2015 **Innovation Consultant** | Openbox | New York, NY
Used design thinking methodologies to produce brand packages, growth strategies, and physical environments for social impact & non-profit clients

EDUCATION

- 08/2013 – 05/2014 **Carnegie Mellon University** | Integrated Innovation Inst. | Pittsburgh, PA
Masters of Product Development
- 08/2009 – 05/2013 **University of Kentucky** | College of Design | Lexington, KY
Bachelors of Arts, Architecture
Minor, Business

SKILLS

Product Management | Strategy | Design | Innovation
Design Thinking | Product & User Discovery | Personas | Ideation & Concepting
UX/UI Design | User Testing | Stakeholder Management | Agile/Lean Methodology

AWARDS

Eagle Scout | Boy Scouts of America