

# Elliott Amador

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[LinkedIn Profile](#)

[Portfolio](#)

## Professional Summary

Results-driven Product Manager with over 10 years of experience in end-to-end product development, specializing in enterprise software applications and video/communications platforms. Proficient in leading AI/ML projects, including Large Language Models (LLMs), and collaborating with engineering, UX design, and data teams to deliver customer-centric products. Proven track record in launching and iterating successful user-facing products, with a strong focus on creating products users can't live without.

## Experience

### Senior Data Analyst and Generative AI Specialist, Custom Flavors

Dec 2023 - Present

- Directed the implementation of AI optimization for internal data reporting, improving operational efficiency and decision-making processes.
- Led cross-functional teams, including UX designers and engineers, to develop enterprise software solutions that streamlined business operations.
- Managed large-scale data projects involving structured and unstructured data, leveraging SQL, Postgres, and Tableau for advanced analytics and reporting.

### Co-Founder & CEO, [Reelize](#)

Jan 2022 - Dec 2023

- Led the development of AI tools that empowered content creators and studios, significantly enhancing video content marketing and user engagement.
- Oversaw all aspects of AI/ML training data, including data collection, annotation, and management, ensuring high-quality datasets for model training and validation.
- Collaborated closely with engineering and design teams to develop and iterate on user-facing safety features, ensuring both functionality and compliance with regulatory requirements.
- Managed partnerships with notable clients such as WarnerBros and Andrew Huberman, contributing to substantial growth in user base and revenue.
- Leveraged big data technologies to analyze user behavior, optimize content delivery, and personalize user experiences, resulting in a 20% increase in user engagement.

### Co-Founder & CEO, [DashReel](#)

Jan 2020 - Jan 2022

- Spearheaded the development of AI/ML models for movement recognition, integrating these technologies into a platform for athletes and coaches.
- Oversaw product lifecycle management, from ideation to launch, for video/communications tools used by sports organizations.
- Managed data infrastructure projects, working with both structured and unstructured data to deliver comprehensive analytics solutions.

### Founder & CEO, [VSOP Media](#)

Aug 2018 - Jan 2022

- As Co-Founder and CEO of VSOP Media, I led a dynamic team in creating 2D and 3D animation marketing videos for clients.
- We partnered with companies and notable creators such as Human Touch, Exempla Design, Health Mate, Custom Flavors, Vita Hustle, Kore Nutrition, Kevin Hart, Da Rulk, Israel Adesanya, Dustin Poirier, Tito Ortiz, Mark Muñoz, and Chito Vera. My focus was on product development, client acquisition, and managing client relationships.

### Founder & CEO, [VSOP Data](#)

Aug 2018 - Jan 2022

- Led the company in offering comprehensive data solutions, specializing in solving complex data analytics challenges for a diverse range of clients, including Powerly, Sovereign Flavors, LeanTaaS, and Harley Davidson.
- Drove monthly recurring revenue from \$0 to \$30K by expanding our client base and enhancing our service offerings, which ranged from data cleaning and query writing to advanced data visualization and full-stack development.
- Focused on delivering end-to-end data analytics services, ensuring data quality through rigorous data cleaning processes, developing complex queries for deep data insights, and creating intuitive visualizations to present data effectively.
- Managed strategic initiatives, including client acquisition and relationship management, while scaling the product team from 1 to 10 developers and implementing agile methodologies.
- Established a fully remote work infrastructure, which boosted productivity and operational efficiency, allowing the team to effectively collaborate and deliver high-quality data solutions.

### Product Manager, AI Data Solutions, Vyrill

Jan 2017 - Aug 2018

- Managed large-scale data projects, leveraging machine learning to analyze complex datasets and develop AI-driven product features.
- Worked with engineering and design teams to deliver multi-tenant SaaS products, enhancing user experience and compliance readiness.
- Implemented data governance frameworks to ensure data quality and compliance, supporting critical business decision-making.

### Senior Product Manager, Power Plus

Aug 2014 - Jan 2017

- Directed initiatives to optimize product offerings and personalize user experiences by leveraging advanced data analytics, conducting thorough user research, and analyzing both structured and unstructured data.
- Played a key role in building and leading remote teams across various continents, effectively managing diverse groups of people and navigating different time zones without direct authority.
- Collaborated closely with UX and engineering teams to iterate on product features, using data-driven insights to enhance customer satisfaction and drive product innovation.
- Demonstrated strong leadership in remote team environments, fostering a culture of collaboration and excellence despite the challenges of global coordination.

## Education

### Vanguard University

B.B.A. in Organizational Management, **Graduated 2014**

### Irvine Valley College

A.A. in Computer Science, **Graduated 2015**

## Awards

**MIT Sandbox Innovation:** Awarded \$25,000 for Market Research in 2022 - 2023

**MIT VMS:** MIT Entrepreneur Mentoring in 2022 - 2023

**WarnerBros Collider on the Lot:** Accepted into accelerator program and awarded \$50k

**Nvidia Inception Program:** Received \$100k in AWS compute credits in 2021

**Founder Boost Accelerator Program:** Mentorship & Funding for DashReel in 2021 - 2022

## Skills

- Product Management:** End-to-End Product Development, Roadmap Planning, Feature Iteration, Compliance Readiness
- Technical Proficiency:** AI/ML, Large Language Models (LLMs), Data Analytics, SQL, Postgres, Tableau, Python, AWS, Data Governance, Data Architecture
- Cross-Functional Collaboration:** Engineering, UX Design, Customer Support, Compliance, Legal, Data Science
- Enterprise Software & Platforms:** Multi-Tenant SaaS, Video/Communications Tools, Networking Concepts
- Business Acumen:** Strategic Planning, Market Analysis, Vendor Assessment, Product Marketing, Data-Driven Decision Making