



AZHAR BANDE-ALI

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New York, NY

EXPERIENCE

Facebook

New York, NY

Product Manager, Oculus Monetization

2017-Present

- Developed 2025 vision and strategy for Oculus Monetization in partnership with Finance, UXR, DS, and Eng leadership
- Drove changes to investment portfolio with Oculus Product Directors that led to deprioritization of projects for 15 engineers
- Landed monetization strategy by kicking off workstreams to define bets presented to the CTO by Product Directors
- Developed KPIs, leading indicators, and dashboards with Data Science team to communicate progress against strategy
- Led the Monetization team to deliver 12% buyer growth (4x goal) to drive user purchasing and buyer retention
- Launched features on Oculus Store (badging, auto-play videos) to drive purchase consideration that grew buyers by 1.5%
- Empowered the team to own the roadmap by organizing 'PRD Parties' allowing anyone to present ideas and solicit feedback
- Transitioned to Monetization Product Lead role supporting monetization PM on the Oculus Store team

Product Manager, Advertiser Growth

- Led a cross functional Defense workstream protecting advertiser interest across the company by monitoring advertiser success metrics and intervening on projects that hurt small advertisers - impacted 1M advertisers every 6 months
- Built roadmap for Guidance and Notification teams by leveraging UXR/DS share outs and prioritizing brainstormed ideas
- Grew active advertisers by 1.5% (team goal) by redefining value models for Advertiser notifications and escalating tradeoffs
- Launched a churn prediction model used to target active advertisers at risk of churning and intervened with incentives
- Reduced notification volume by 3% without hurting acquisitions by only targeting users with positive sentiment
- Developed a strategy for guidance products that supports 10M advertisers with incentives, notifications, machine generated ad drafts, and ad improvement suggestions

Needle Tech

New York, NY

Founder

2017-Present

- Built & monetized *All Ears English* with 100K monthly active users on iOS and Android offering English vocabulary lessons
- Launched *Podcast Jockey* to grow podcast content discovery by enabling podcast playlist curation and distribution

NCR

Atlanta, GA

Product Manager

2011-2016

- Improved retention on iOS app by 20% by redesigning intro screens and reducing app startup time by 40%
- Conducted UX Research sessions to identify blockers to purchase flows and incorporated feedback into redesigns

Software Engineer

- Managed a team of full-stack engineers to build an e-commerce platform offering API, responsive websites, and mobile apps
- Built a mobile pay solution for restaurants guests accessible on mobile web through a QR code scan that submitted payment to the point of sale

RECOGNITION

- *Adimverse* Creative Writing Room with *Rob McElhenney* 2022
- Product Camp ATL – Best Presenter Award: “*Million Dollar Impact Through Analytics & A/B Testing*” 2016
- Georgia Tech Alumni Hackathon – Winner: *Pit stop functionality for Google Maps* 2015
- Co-inventor of 11 *patents* in US and EU detailing point-of-sale innovations for consumer value 2012

EDUCATION

Georgia Institute of Technology

Atlanta, GA

Bachelor's in Computer Science [Information & People]

2010

- Co-founder: GT Mobile Application Development Club

Coursera

2016

Machine Learning Stanford University

- Course grade: 97%