



# AZHAR BANDE-ALI

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New York, NY

## EXPERIENCE

### Meta

New York, NY  
2017-Present

#### Product Manager, Oculus Quest Growth

- Launched VR headset subscription (Play Now Pay Later) to acquire 20% subscribers for Meta Quest+ gaming subscription
- Launched Try Before You Buy to relieve user hesitation with unfamiliar content based on UXR to yield 0.9% VR time spent
- Designed and deployed a new onboarding UX to drive activation funnel efficiency by 2.7% and content discovery by 18%
- Resurrected users by offering content incentives to churned users which led to 12% buyer growth (4x goal)
- Drove content engagement by launching badges for games in Quest Store leading to 1.5% buyer growth
- Escalated monetization softness against projected growth to VP leads that resulted in changes to org goals and focus areas
- Developed 2026 expansion strategy for “Play Now Pay Later” to inflect VR Device launches (new channel and market)
- Overhauled the VR user engagement strategy (reach, hook, keep) via channel reach, content hooks, & friction reduction
- Empowered the XFN team to own the roadmap with ‘PRD Parties’ allowing anyone to pitch ideas and impact roadmap

#### 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 ML Guidance & Notif teams by leveraging UXR/DS share outs and prioritizing brainstormed ideas
- Grew active advertisers by 1.5% (team goal) by redefining ML value models for Advertiser notifications
- 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 for 10M advertisers via incentives, auto generated drafts, and improvement ideas

### Needle Tech

New York, NY  
2016-Present

#### Founder

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

### NCR

Atlanta, GA  
2011-2016

#### Product Manager

- 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 web payment solution for restaurants guests through a QR code scan that fulfilled payment through the cloud

## RECOGNITION

- NYC Fringe Festival – Gotham Storytelling Award: “Curry & Catharsis” 2024
- Meta PM Awards – PMmy Award for Impact 2023
- Adimverse Writer’s 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  
2010

#### Bachelor’s in Computer Science [Information & People]

- Co-founder: GT Mobile Application Development Club

### Coursera

2016

#### Machine Learning Stanford University

- Course grade: 97%