

Product leader with 15+ years building consumer and operational software. Former Staff PM for Tesla Supercharger. Now lead Nubank’s digital assets business unit across product, engineering, design, data, and operations. Previously at Coinbase, Cash App, and Apple; two-time acquired founder.

15+

years building consumer products

2 issued patents

co-inventor · payments and digital identity

Tesla

former Staff PM · Supercharger

EXPERIENCE

Nubank

2025 - PRESENT

Senior Director of Product · Digital Assets

- Lead the digital assets business unit and global teams across product, engineering, design, data, and operations, with full P&L ownership.
- Launched Nu Global: 3.5% USDC and 2.2% EURC APY, fee-free transfers to 35+ countries, and a virtual card.
- Nubank (NYSE: NU) serves 140M+ customers and has a \$75B+ market cap (Oct. 2026).

Coinbase

2024 - 2025

Director of Product · Financial Services

- Led consumer Cash, Cards, Transfers, and Payments.
- Launched Coinbase One Card with up to 4% back on the AMEX network.
- Launched Pay Tab in 115 countries, making it easy to send money to anyone, anywhere.

Cash App

2021 - 2024

Director of Product · Bitcoin

- Led Lightning Network and Bitkey integration; Cash App customers purchased \$9B+ in bitcoin in 2024.
- Shipped automatic daily Bitcoin Conversions for Square sellers.
- Co-inventor on two issued patents: digital asset payments and privacy-preserving digital identity.

Tesla

2020 - 2021

Staff Product Manager · Supercharger

- Created the original Real Time Wait Time from charger telemetry and vehicle data, balancing latency with clear wait ranges.
- Helped launch early Supercharger pilots for non-Tesla vehicles.
- Acquired and built the @TeslaCharging Twitter account from zero followers; it now has over 300,000.
- Reduced wait times and increased utilization and profitability. Helped integrate bitcoin payments into Tesla.com.

Apple

2016 - 2020

Senior PM, Apple Card & Cash · Senior EPM, Apple Pay

- Launched Apple Pay on the Web for millions of websites in 90+ countries through Shopify, Stripe, Adyen, and a global PSP network.
- Drove 450% YoY growth for Apple Pay on the Web; merchants saw up to 2x mobile conversion and up to 60% faster checkout.
- Joined the founding Apple Card team; led Apple Cash product operations and Apple Cash Family.

Tilt

2014 - 2016

Lead Product Manager · Commerce

- Led two engineering teams building commerce and anti-fraud products through Tilt’s acquisition by Airbnb.

Koofers

2006 - 2014

Co-Founder and Chief Product Officer

- Co-founded Koofers, raised \$6M, led a 15-person team, and scaled to 1M+ monthly users across 500+ universities; acquired by Docsity.

EDUCATION

Virginia Tech	Georgia Tech
BS, Business Information Technology	MS, Computer Science

ANGEL INVESTING

Early-stage investor in deep tech, AI, and direct-to-consumer brands. Investments include Sinfin AI, P.S., and Two Day Club.