

# TAOFIK O. SULAIMAN

Phone: (240) 716-2877 ♦ Email: [taofik.sulaiman2@gmail.com](mailto:taofik.sulaiman2@gmail.com) ♦ LinkedIn: [www.linkedin.com/in/taofik-sulaiman/](https://www.linkedin.com/in/taofik-sulaiman/)  
Product Artifacts here: <https://tinyurl.com/taofikpm> ♦ GitHub: [www.github.com/tosulai2?tab=repositories](https://www.github.com/tosulai2?tab=repositories)

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## » Professional Summary:

- Passionately driven and Strategic Product Leader with 7+ years of experience with a proven record of prioritizing and successfully launching impactful products, platforms & experiences across Media/Streaming, Web Privacy, Cloud, Consulting, Gaming, & Investing.
  - Currently, Product Manager at YouTube on the YoutubeTV, NFL Sunday Ticket, & PrimetimeChannels team in San Francisco, where he's improving the viewer experience and advancing content management products for 8million+ paying subscribers across international tv shows, movies, sports & live events in partnership with major MediaCos.
  - Prior, worked as a PM on Google's Privacy Sandbox team, leading enterprise & developer strategy for web privacy on Chrome; and as a PM at Microsoft on their Gaming, Graphics & Display team managing Windows graphics features for 1.4 billion devices.
  - Currently seeking to grow skills/network in Product Management & Creative Directing by working on projects related to music/video platforms, creator strategy, monetization, partnerships with media companies, etc.
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## » Core Competencies & Skills:

My current role sits directly at the intersection of streaming, complex content systems, and AI-driven user experiences with focuses on Video-On-Demand Content Intelligence, Discovery, Content Ingestion, Quality, AI features, Operations and Media Partner Engagement.

My overall experience spans various areas including: Media, Streaming, Video Processing, VideoIntelligence, Subscription Video on Demand, Movielabs/CableLabs, Content/Media Partner Onboarding and Engagement, Content Discovery, Automation, APIs, Web Privacy, Experimentation, Cloud, Windows Graphics Features, Windows Hardware Device Stack, Consulting, Gaming, Investing, etc.

- **Product Skills:** Strategy, Technical Program/Product Management, Product Design, Operations, Feature Planning, Spec/technical Writing, Data Analysis, Agile, Scrum, Partner Engagement, Cross-team collaboration, User Experience, Empathy & writing CUJs.
  - **Technical Skills:** Python, C, SQL, PLXscripts, Excel/VBA & Powerpoint, Azure Dev Ops, Streaming/Content Platform management, WindowsOS Graphics features, AWS, Azure, etc.
  - **Soft Skills:** Stakeholder management, Executive Presentations, Communications & Status Reports, etc.
  - **Trainings & Other Skills:** Financial Modeling, Fund Raising, Financial Technical analysis, Portfolio Management, Event Production, Marketing, Videography, Photography, Graphic Design, Web Design, Crypto (Staking, Swapping, Nodes as a Service, NFTs, DAOs, etc).
  - **Languages:** French (Conversational) and Yoruba (Conversational)
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## » Education: University of Illinois at Urbana-Champaign

**Graduation: Aug 2020**

BS in Electrical & Computer Engineering; Minor in The Hoeft Technology & Management Program

**Harvard Business School - HBX CORE & Summer Venture in Management Program Fellow**

**June 2018/2019**

**UC Berkeley Fintech Bootcamp** for Coding, Financial Analysis, Data Analytics, ML & Blockchain

**Nov 2022**

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## » Entrepreneurial Experience

**Founder/CEO - TribeX Enterprises**

**Sept 2017 – Present**

- Started TheTradeTribe trading group & research focused investment calls/syncs, managing a portfolio of \$350k+ with trading performance of \$3000+ profit/day by creating an automated system using Python code, data driven scanners, technical indicators, online information, XML functions, Google Apps script(javascript) in Google Sheets to analyze financial data
  - Founded TashMedia, a media team/brand that created videos & marketing content for high-value clients & organizations, our best project receiving 2.3+million views on YouTube & major news outlet mentions which landed team members internships
  - Developed business plans, MVPs & prototypes for research validated ideas such as LinkSocial (social media management app), Tribe app (personal investment journal & analytics app for retail portfolios including stocks, options & crypto), etc
  - Project-managed the launch/renovation of a multi-purpose creative studio by working with contractors, creatives & investors
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## » Professional Experience

**YouTube (Google) - YouTubeTV (YTV), Primetime Channels (PTC) & Sunday Ticket**

**Sept 2024 – Present**

Full Time Product Manager, Over-The-Top Media (OTT) - Product Lead for Key VOD Features & expansions on YTV & PTC including DVR (Digital Video Recorder/Offline Downloads), YouChat (AI) and Skip Intros/End Credits features

- **AI Solutions & Legal Strategy at Scale:** I authored the BD/Legal strategy for enabling YouChat/Ask on premium content (a conversational AI companion in the video player using gemini), navigating high-stakes risks by implementing technical guardrails - including a metadata-first fallback and ephemeral data processing - to deliver a magical conversational user experience while ensuring legal compliance. Initiated and led the product strategy for expanding DVR capabilities internationally, authoring the foundational memo and driving complex due diligence with Legal, Commercial, and Partnerships teams.
- **Product Leadership & Strategic Execution in Ambiguity:** I have a proven track record of influencing senior leadership and leading cross-functional teams - including Engineering, UX, Operations, Research, Business Development, Partnerships, GTM and Legal - to launch international features like Skip Intros/End Credits. I specialize in translating subtle user needs into intuitive solutions, such as authoring the Primetime Studio Show Reconciliation PRD to enable creator self-service.
- **Community Building & Team Upskilling:** I planned and led the programming for the 2024 and 2025 Google PMConnect Summit for over 400 PMs, specifically focused on upskilling PMs to understand AI/LLM capabilities and applying AI/ML in product development. They both achieved unanimous "high satisfaction" from attendees reinforcing my ability to drive both product vision and organizational impact.

Product Lead for Corpus Quality for SVOD content on YTV & PTC: Improving consumer viewer experience by reducing issue counts and enhancing content quality/reliability, availability, completeness, scalability & discoverability of 500K VOD content titles across pillars I defined: Metrics, Prevention, Detection & Resolution - all of which are fundamental to user acquisition & retention

- **Consumer Experience, Streaming Content Quality & Platform Reliability:** Drove and owned initiatives focused on corpus quality for a large-scale streaming catalog, addressing issues like metadata accuracy, availability mismatches, content ingestion reliability, etc & landed incremental progress in top-level metric, content issue autodetection/resolution, tooling, etc that reduced user-facing issues like "show collision" by 84% in a single quarter. Defined the long-term product strategy for resolving complex "Show Collision" and "Anthology Series" issues by authoring a product memo and collaborating with Engineering and Discovery teams on solutions. I improve the "find → watch → continue

watching” journey, ensuring a seamless member experience across platforms.

- **AI-Driven Content Discovery, Integration & Personalization:** Drove the strategy for and led the launch of the Next-Gen SVOD Tentpole Prediction Model for YouTube OTT automating the identification of high-priority "tentpole" content by utilizing AI-driven gemini analysis of search and social data, we doubled tentpole recall to 70% and achieved up to 100% precision for partners like HBO Max. This required bridging complex model behaviors with technical infrastructure to establish a reliable "Source of Truth" for content performance, collaborating with Ops, exploring Recomedia signals, and creating a multi-signal strategy gemini solution to improve precision and recall.
- **Data-Driven Decisions & Initiatives:** Used data to define/implement metrics framework – "[2 Pager] Tentpole Issues Metrics Strategy" aligning teams on user-centric goals as well as author the strategy to mitigate the impact of late SVOD content deliveries from major partners & drove alignment with director-level leadership to secure resourcing & commitment.
- **Content Partner Insights & Partner Management:** Managed and unblocked content ingestion from creators, operators & MediaCos like Paramount, Warner Bros, Sony and Crunchyroll to bring over 1M of the best movies, shows, sports & live events to resolve critical content delivery issues, other escalation topics and also authored PRD covering critical user journeys (CUJs), requirements and created initial UX mockups for self-serve YouTube Studio tools/feature improvements to enable VOD partners to onboard and manage their content, directly supporting the goal of scaling our content library and growing our user base.
- **Cross-Functional Leadership:** Established/Led CQ Steering meetings with 5 directors & senior leaders across YT teams, UX, Engineering, Ops, Partnerships, Legal and other cross-functional partners to drive strategic alignment & execute on initiatives to improve content reliability for viewers.
- **Technical Complexity:** Launching VOD features and infrastructure improvements to enrich content metadata & deliver delightful experiences for premium content to our users by working with eng teams. Created an eng roadmap to implement autodetection that would scale the manual content quality checks to our entire corpus of over 500K videos.

#### **Google - Platforms & Ecosystems Org, Privacy Sandbox**

**Dec 2022 – Sept 2024**

Full Time Product Manager, 3PCD (3rd Party Cookies Deprecation) & Developer Experiences: Launch tooling to help developers identify third-party cookie breakage; Prepare enterprise customers to navigate Chrome's 3PCD; Implement trial review process to solve 3P site embeds compat issue from impact

- Owned the Enterprise Strategy to minimize 3PCD's impact on 300M chrome enterprise users by drafting technical requirements/specs, leading strategy reviews & eng design reviews, gathering customer use cases, publishing comms, creating mockups & tracking success metrics
- Increased developer utility/adoption of PPT APIs to help devs navigate 3PCD by creating product requirements for a new Chrome devtool pane & a chrome extension, launching new improvements to these features, leading the GoToMarket plan for the new non-ads APIs, participating in scaled breakage discovery & coordinating our cross-functional stakeholders
- Launched the 3PCD deprecation trial feature to help 3P website embeds fix their web compatibility issues and prevent adtech abuse by creating/publishing guiding principles for our review process, outlining the process for our support team & designing the browser implementation

#### **EventNoire – Leading Event Ticketing Startup**

**Jun 2022 – Dec 2022**

Fundraising Associate

- Helped raise \$226,957 in investment funding via content and outreach for the seed A round campaign on StartEngine
- Prepared financial models, due diligence packages, decks and investor updates to meet our startup investment goals

#### **Microsoft - Azure Cloud + AI, SiGMa Org (Silicon, Graphics & Media)**

**Aug 2020 – Dec 2022**

Full Time Product Manager, Gaming & Display

- Owned the graphics drivers feature & improved the flighting process/metrics for new GPUs & Windows OS releases with 1.4 billion monthly active devices by leveraging telemetry from millions of Windows Insiders Program devices, experimentation groups, a/b testing, automation, bug triaging, collaborating with and reviewing dev's & data/intelligence partners' committed code for driver automation.
- Managed partner engagement with Independent Hardware Vendors & OEMs to drive coding roadmap for OS releases, feature development, product announcements, legal disclosures, data requests, issue unblocking, etc. Helping 2 major graphics features meet feature complete deadline
- Created series of team learning, morale, diversity & inclusion events such as multicultural heritage focused talks, technical book club sessions, org-wide all-hands demo production, mentorship, etc, that increased org poll results by 25%. Also served as committee lead for 300+ diverse new hires, panel facilitator & conference representative

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#### » **Past Projects:**

- **Project Symphony** - a passion-driven exploration of AI's potential to revolutionize music discovery and monetization on YouTube. a prototype AI tool to optimize music discovery and streamline monetization for creators, thereby increasing viewer engagement and platform revenue and that enhances the YouTube experience for both creators and fans.
- **Microsoft Internship on Surface team** - Developed the NFC feature on new Microsoft Surface device in 3 top customer markets by using Azure trend data, creating business proposal, design specs, commercial requirements & building a UWP app using C# & XAML code to demo the UX & sensor use cases for hardware feature
- Improved dataflow visibility by implementing dashboards using SQL code that queried & transformed large amounts of ambiguous data in the end-to-end data pipeline for Uptake, a major data mining startup
- Programmed an Excel/VBA tool that modeled vast inventory data. Result: \$224,000+ annual savings in inventory/labor costs
- Developed speech recognition prototype using Arduino, Raspberry Pi & Python code to secure an electric concept vehicle
- Designed Printed Circuit Board (PCB) made of filter & amplifier circuit to interface with assistive medical device for spastic patients gathering sample data using Arduino Teensy from Load Cell & AMU gyroscope sensors

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» **Leadership & Volunteering Engagements:** Management Leadership for Tomorrow (MLT) - Career Prep Fellow, Black Angel Group at Google, BlackPM@Google, Black Googler Network, National Society of Black Engineers - Chapter Advisor & President, Alpha Phi Alpha Fraternity Inc. (Treasurer/Marketing), SHPE, INROADS, Tech Entrepreneurship Center, SEO Edge, Jumpstart, 1871 Startup Accelerator, Entropes NFT DAO, AcesTrading group, BlacksAtMicrosoft ERG