

DAVID F. CHANG-VILLACRESES, MSc

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SENIOR TECHNICAL PRODUCT AND PROJECT MANAGER

Hands-on and business-savvy **technical product and project manager** enhanced by 14 years of progressive expertise in software development and delivery, engineering management, business strategy, account management, technical evangelism, marketing management, research commercialization, innovation consulting, and enterprise business development who:

- **Leads product management efforts from idea to market** for cloud, interactive, and research-based technologies.
- **Orchestrates business development relations** as the cross-functional liaison between business, engineering, and marketing.
- **Coordinates marketing and development strategies** for SaaS, mobile, and gaming technologies through agile methodologies.
- **Data-driven decision making** through A/B testing, UAT, analytics, and funnel metrics.
- **Thrives in fast-paced project-oriented environments**, such as startups companies and innovation units.
- **US green card holder** willing to travel and relocate.

Career objective is to spearhead go to market efforts for innovative technologies in the interactive media and software spaces.

CORE COMPETENCIES

- Engineering Management
- Software Engineering
- Game Development
- Technology Transfer
- Virtual, Augmented, Mixed Reality
- Interactive Media
- Project Management
- Go To Market (GTM) strategy
- Product Management
- Developer Relations
- Product Marketing
- Product Onboarding
- Technical Evangelism
- Software Development Life Cycle
- Human-Centered Design (UI, UX)
- Business Due Diligence
- Agile / Scrum / Waterfall
- Prospective Trends Analysis

PROFESSIONAL EXPERIENCE

TECHNOLOGY TRANSFER COORDINATOR at I3LAB-ESPOL (Guayaquil, Ecuador) Feb 1 2017 - Present

Coordinated university-wide technology transfer efforts for ESPOL University's I3LAB Entrepreneurship and Innovation Center, from developing IP policies and facilitating negotiations with local aquaculture, food science, agrotech, and IT/CGI industry's top players. Developed demand-driven research model for ESPOL's R&D centers to steer efforts and services to industry needs. Entrepreneurship and innovation instructor.

- **Identified and closed business contracts** with 5 multinational exporter corporations in Agtech, IoT, Food Science, Aquaculture.
- **Devised and implemented institutional policies, processes, KPIs, and manuals** for IP, tech transfer, and startup incubation.
- **Coordinated tech transfer and IP management** for 12 IT, biotech, aquaculture, computer vision, and interactive media projects.
- **Advised 5 innovation projects** for C-level executives including Pacific National Bank, La Fabril, Biogemar, SENESCYT.
- **Mentored 9 startups** in fintech, telco, smart energy, and industrial IoT to achieve launch and sales goals.
- **Devised and coordinated 7 technology marketing events** for enterprise: TIDCO LATAM, RCOIN, Tech Transfer Camp.
- **Liaison for 6 international keynote speakers** including Guy Kawasaki, Jason Silva, Dan Ariely, Chip Conley, Kevin Ashton.
- **Devised and delivered training for 500+ university, government, and industry reps** in tech transfer, innovation, business.
- **Closed 5 multilateral agreements** for capacity building with CAF, IADB, OAS, CEDIA Network, UC Davis Chile.
- **Skills:** Technology Transfer, Startup Incubation, Business Development, Instruction, IP & Innovation Management.

TECHNICAL EVANGELIST, LATIN AMERICA at Epic Games Inc (Cary, NC, US) Jun 29 2016 - Dec 31 2017

Representative in Spanish Speaking Latin America for developer, academic, enterprise, and government accounts.

- **Coordinated 30 accounts** for Spanish speaking LATAM region.
- **Delivered regional strategies** based on cross-functional planning with Marketing, Community, and Academic Departments.
- **Co-organized and delivered 20+ workshops** for Intro To Unreal, game jam, and consumer events in LATAM prioritized cities.
- **Licensing conversion** for 5 indie and enterprise studios in Chile, Argentina, and Colombia.
- **Spearheaded LATAM Spanish localization** of 7 official Unreal Engine 4 YouTube video tutorial playlists.
- **Skills:** Technology Evangelism, Product Marketing, Developer Relations, Account Management, Unreal Engine, Salesforce.

MOBILE MARKETING MANAGER at RedHat Inc (Raleigh, NC, US) Jun 20 2016 - Dec 9 2016

Managed Red Hat Global Partner Marketing's first mobile product, Red Hat Partner Link. Proponent for Mobile Centers of Excellence and acted as liaison for Global Partner Marketing, Global Strategic Planning, Regional Marketing, Channel Ops and Brand teams.

- **Responsible for oversight of full product life-cycle** of third-party developed mobile app funded by Red Hat GPM.
- **Led cross-functional project team from development to launch** as the Scrum product owner, IT/UI/UX stakeholder.
- **Managed marketplace access** for Android and iOS, implementing mobile guidelines and strategy with IT Directives.
- **Orchestrated 2 UAT rounds** for NA, APAC, EMEA, and LATAM regions with Channel and Regional Marketing Directors.
- **Skills:** Product Management, Product Marketing, Go To Market Strategy, Mobile Marketing, Scrum, Salesforce.

SENIOR TECHNICAL BUSINESS ADVISOR at EasyMetering LLC (Boca Raton, FL, US) Nov 10 2014 - Jun 10 2016

Diversified product portfolio towards sustainable energy, cloud infrastructure, and IoT in the US market. Directed bilingual negotiations with large semiconductor and telco multinationals to implement advanced metering IoT infrastructures for energy utilities in Ecuador, Mexico, and Peru.

- **Account manager** for technical partnerships with Microchip, Telefonica, Sumac, and Sierra Wireless.
- **Consulted in SaaS and hardware product design** as the face of the company for new developments and partnerships.
- **Managed software development and IP strategy** of new IoT platform and integrated semiconductor initiative.
- **Collaborated with internal subject matter experts** to develop new hardware development efforts.
- **Skills:** Business Development, IP Strategy, Go To Market, IoT

CO-FOUNDER and CEO at ArcadeMe Inc. (Raleigh, NC, US) Jan 10 2014 - Jan 11, 2018

Co-founded tech startup to educate and drive technology adoption within the Game Engine and Mobile VR markets in Spanish speaking Latin America. Epic Games selected ArcadeMe as its evangelism and support arm for the LATAM Unreal Engine 4 user base. Directed development of a gamified learning management system (LMS) to offer online courses. The company won Startup Chile's \$40K grant.

- **Designed database architecture and product development** for the company's core product offering.
- **Managed product development lifecycle from idea to launch**, establishing a 30% YoY scalable business growth.
- **Led business collaboration** as LATAM Tech Evangelist for Epic Games and Lenovo in \$150K+ in ongoing regional services.
- **Edited, produced, and filmed** 6 online training courses, with over 40 hours of expert footage in Spanish.
- **Skills:** Business Development, Go To Market, Product Management, Software Architecture, LMS, EdTech

DIRECTOR OF COMMERCIALIZATION and CIO at Inventio-ESPOL EP (Guayaquil, Ecuador) Jun 1 2010 - Dec 20 2013

Spearheaded ESPOL University's IT research commercialization initiative and managed 15 software engineers for IT software factory clients. Efforts resulted in direction and incorporation of Ecuador's first technology transfer company, Inventio-ESPOL.

- **Managed team of 30** as SCRUM Product Owner while incubating technological VR/AR/CV/IX products.
- **Generated contracts** for Computer Vision, SaaS, Embedded Election Systems, Data Center technologies, generating \$2M+/yr.
- **Negotiated partnerships** with Microsoft, VMWare, Sony PlayStation, and the EU Science Park Association.
- **Skills:** Business Development, Go To Market, Tech Transfer, Project Management, Scrum, SaaS, Computer Vision, UI

BUSINESS ANALYST INTERN at Uniquet Pty. Ltd. (Brisbane, Australia) Jul 12 2010 - Dec 17 2010

Evaluated bleeding-edge technologies in EEG, Computer Vision, Augmented Reality, Electronics, Neuroscience, Solar, Telemedicine, Biomaterials, and Nanomaterials for novelty, patentability, and potential commercialization interest as an academic scholar for a Graduate Certificate degree at The University of Queensland (UQ). Acted as Ecuadorian ambassador for university collaborations with the country.

- **Crafted IP due diligence, technological surveillance, and go-to-market strategies** for 41 research-based technologies.
- **Spearheaded technical relations** with Queensland Brain Institute, AIC, CSIRO, TetraQ, Brisbane Technology Park.
- **Identified industry trends** for potential technology transfer efforts in new product and service development.
- **Skills:** Business Analyst, IP Strategy, Product Marketing, Market Research

ENGINEERING MANAGER at Unicornio Mobile (Guayaquil, Ecuador) Sep 6 2009 - Jun 25 2010

Led development team for an SMS aggregator company, which automated SMS shortcode creation and SMS interactivity.

- **Integrated software** for 5 SMS campaigns for TV networks, Kellogg's, and Unilever products using Django/Python and Scrum.
- **Co-development and commercialization** of cloud-based SMS aggregator and short-code switcher.
- **Face of the company** for requirements gathering and project development cycle interactions.
- **Skills:** Java, Javascript, Python, Django, Project Management, UI

CREATIVE PRODUCER and CEO at Kmareta (Guayaquil, Ecuador) Mar 1 2009 - August 14 2011

Co-founded production house specializing in creative and drone photography and film for high end and indie fashion, tourism, food, and tech brands.

- **Led creative concepts for 50+ campaigns** with related photography, video, web, and social media strategies.
- **Photographed, filmed, and edited 40+ sessions** and backstage videos for social media distribution.
- **Skills:** DSLR and Drone Photography, Adobe Premiere, Photoshop, Lightroom, Final Cut.

BUSINESS GRADUATE ASSISTANT at University of New Orleans (New Orleans, LA, US) Jun 23 2008 - Aug 23 2009

Supported execution of Exceptional Entrepreneurs of Louisiana (ExcEL) training program from the University of New Orleans Business School and the State of Louisiana for prospective business owners with disabilities as management masters program GA scholar.

- **Mentored and evaluated 100+ candidates** through business plan and financial workshops to claim \$20K program grant.
- **Managed and maintained a client database** of over 500 clients while organizing email outreach campaigns.
- **Skills:** Business Analyst, Business Strategy, Marketing, MS Access.

WEB APPLICATION DEVELOPER at Mash Gráfico & Diseño (Guayaquil, Ecuador) Jan 14 2008 - Jun 6 2008

Integrated Joomla CMS system with Wordpress Mu and interactive Adobe Flash UI frontend websites.

- **Architected, developed, and maintained** 5 PHP backend integrations on MySQL, Postgres, Joomla and Wordpress Mu.
- **Coordinated** team meetings for UX design brainstorming based on client requirements.
- **Skills:** PHP, CMS, Joomla, Wordpress, AS3, UI, Adobe Illustrator, Adobe Photoshop, Frontend Development, UI Design.

LEAD GRAPHIC DESIGNER and QA at Stampaligráfica (Guayaquil, Ecuador) Jun 7 2007 - Dec 14 2007

Supervised fast-paced offset printing operations and designed printing jobs on Adobe Illustrator, Photoshop, and InDesign, while approving ISO-9001 process quality standards.

- **Designed and supervised** 350+ CMYK and Pantone offset printing operations.
- **Trained, directed, and approved design department products** following ISO-9001 corporate specifications.
- **Skills:** Adobe Photoshop, Adobe Illustrator, CMYK, Offset, QA

SOFTWARE ENGINEER at SLIM Web Development & Multimedia (Guayaquil, Ecuador) Aug 6 2007 - Sep 18 2008

Coordinated freelance developer team for interactive experience software requirements from broadcast media and corporate clients.

- **Served as cross-functional liaison** between UX/UI design, Product Management, and backend integrations.
- **Coordinated project milestones** and handled customer relations for Waterfall SDLC.
- **Designed architecture for 5 interactive media products** for CRM, Election Systems, Point Of Sale, and Live Broadcast.
- **Skills:** C++, C#, AS3, UI Design, Product Management, Client Relations, Interactive Media.

PRODUCTION INTERN at CableVision SA (Guayaquil, Ecuador) Aug 7 2006 - Jun 1 2007

Produced and edited sport commentary highlights and tourism TV shows for mid-sized cable TV network.

- **Automated editing workflow** for week highlight and newsreel compilations, reducing editing time by over 20%.
- **Assisted** editors and directives on TV production tasks, including graphic design and Word/Excel documentation.
- **Skills:** Final Cut Pro, Adobe After Effects, Photoshop, Illustrator, 3D Studio Max, Video Production.

IT & BUSINESS ADVISOR/CONSULTANT EXPERTISE

US

- **EASYMETERING:** Led Advanced Metering Infrastructure SaaS IP strategy and software modernization. **2015**
- **POWERMETRIX:** Designed UX and architecture to leapfrog fieldwork monitoring company to SaaS business. **2014**

AUSTRALIA

- **NEO REHAB:** Directed Market Research and IT modernization strategy for Telemedicine Physiotherapy SaaS. **2010**
- **AVIATOR:** Delivered IT and Go-To-Market Strategy for EEG controlled wheelchairs with automated motion. **2010**

ECUADOR

- **BANCO DEL PACIFICO:** Competitive monitoring report for Ecuadorian Fintech sector. **2018**

- **COBISCORP:** Devised consulting pipeline for SaaS banking service to utilize and integrate FinTech startups. **2015**
- **TV CABLE:** Delivered strategy to automate corporate processes. **2013**
- **ESPOL:** Conducted university-wide IP portfolio strategy, achieved approval of \$250,000 tech readiness fund. **2011**
- **TC TV:** Led development of an interactive application for real-time presidential polling for live broadcast. **2008**

ACADEMIC EXPERIENCE

ESPOL: Game Development, Entrepreneurship, and Innovation. **May 20 2013 - Present**
ESPAE: Lean Startup, Scrum, Design Thinking, Jobs To Be Done, graduate and faculty bootcamps. **May 12 2014 - Present**

EDUCATION

Graduate Certificate in Research Commercialization (Technology and Innovation Management) **Jun 14 2010 - Dec 16 2010**
The University of Queensland - Australia, 3.57 GPA, Dean's Commendation for High Achievement
Master of Science in Engineering Management **Jun 12 2008 - Aug 06 2009**
University of New Orleans - United States, 3.55 GPA, Cum Laude
Bachelor of Computer Engineering in Multimedia Systems (Computer Graphics) **Mar 12 2002 - Aug 22 2007**
Escuela Superior Politécnica del Litoral (ESPOL) - Ecuador, 3.19 GPA, High Achievement

TECHNICAL SKILLS

C, C++, C#, Java, Python, Django, Pascal, Smalltalk, ML, MatLab, HTML5, CSS3, PHP, Javascript, React.js, MySQL, Sybase, PostgreSQL, SPSS, Neo4J, JSON, XML, Wordpress, Joomla, Django, Amazon Web Services, CISCO CCNA, Git, SVN, GitHub, BitBucket, Jira, Stripe, Braintree, SCRUM, Kanban, Lean, Processing, Unreal Engine 4, Blueprints, OpenGL, 3D Studio Max, Adobe Illustrator, Photoshop, Lightroom, Final Cut, Word, Excel, Powerpoint, Visio, Project, Windows, OpenSUSE, CentOS, Ubuntu, CLI, Vim, SSH, Salesforce, Eloqua

CERTIFICATIONS AND DIPLOMAS

FIEC-ESPOL - SCRUM Fundamentals Workshop Jan 2019
CEDIA Network Ecuador - Knowledge Management Intensive Workshop Nov 2018
Angel Ventures Mexico, EC Angels, ESPAE Graduate School of Management - Investment Academy Sep 2018
Korea Intl. Cooperation Agency, Soon Chung Hyan University - Technology Transfer and Commercialization July 2018
Innovation and Technology Management Network- CYTED Network (GESIT) - Innovation Management Mar 2018
Corporación Andina de Fomento (CAF) - Accelerated Patent Development Intensive Workshop Sept 2017
Cluster Competitiveness Group - Screening Methodology for Regional Competitive Analysis Sept 2017
CIBE, Berlin School of Business - New Strategic Models for Scientific Production, Tech Transfer, Innovation Jul 2017
Organization of American States - Commercialization and Technology Transfer for the Americas Hub Jun 2017
ESPOL Entrepreneurship Center - Design Thinking Facilitator Feb 2017

ESPAE Graduate School of Management - Business Model Canvas Dec 2013
ESPOL Entrepreneurship Center - Entrepreneurship Professor Training, Human-Centered Design Jun 2013
Inventio ESPOL - Introduction to Python Development Jun 2013
International Business Federation - XIII Friendlier Cities Congress Jun 2012
Guayaquil Chamber of Commerce - Social Intelligence and Business Impact, Talent Retention Jun 2011
WIPO - Intellectual Property and Intangible Asset Management for Universities and Research Centers Oct 2011
CISCO Networking Academy - CCNA 1, 2, Networking and Routing Apr 2007

ACHIEVEMENTS AND HONORS

- **Hackathon Winner** at Developing Latin America 2013 open data competition with Dromos API and app for smart cities.
- **\$45K cumulative grants winner** as Startup Chile, Smart Citizen Foundation, and Socialab alumni.
- **Keynote event speaker** for TEDx, Campus Party, EGS Mexico, Festigame Chile, All Things Open, TIDCO LATAM.
- **Judge** at Startup Weekend, Lean Startup Machine, Junior WEF, Ecuador Angels.
- **Cum Laude** and **Dean's Commendation** for High Achievement Masters and Graduate Certificate degrees.

ADDITIONAL INFORMATION

- **Country Representative** for Tech Park Assoc, Startup Chile, Global Shapers, OAS Tech Transfer Hub.
- **Startup Ecosystem ambassador** for IDEA Network Ecuador, Global Entrepreneurship Network, Startup Nations.
- **Native English and Spanish proficiency**, beginner level Japanese.