

DANIEL BAUDINO

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PRODUCT MANAGEMENT – STRATEGIC LEADERSHIP

Product Innovation • User Experience/User Centric • Analytical Focus
Process Oriented • Quality Improvement • Software Development
Voice of the Customer • Competitive Market Positioning • MBA/Master of Science

PROFESSIONAL EXPERIENCE

FLOMIO

2015-Present

Head of Business Development, Miami, Florida

Responsible for next generation contactless Mobile POS, Mobile Payment and NFC products.

BLACKBERRY LIMITED

2009-2015

SENIOR CARRIER/COUNTRY PRODUCT MANAGER, Sunrise, Florida (2010-2015)

Defined roadmap strategy and product positioning of over 20 handheld devices, mobile apps, and enterprise services in more than 15 markets across Latin American and Caribbean region.

- **Created value** by launching successful mobile applications and value-added services, including consumer-oriented mobile apps.
- **Engaged decision makers/management** of high-volume carriers to increase partnership on enterprise approaches to device management.
- **Promoted and integrated** BlackBerry software management solutions between the device and the carrier, reducing incompatibilities, improving scalability of device access and enabling greater carrier control over interoperability.
- **Applied deep analytics** to make business cases, evaluated price segments, conducted comparisons, forecasted and analyzed trends based on consumer intelligence.
- **Spearheaded development of e-commerce and mobile payment application** enabling consumers to enact real-time service changes and purchases through one-click processing.
- **Led design and rollout of platform-specific mobile apps** to increase customer engagement within BlackBerry ecosystem and cloud services, including branded carrier channels.
- **Drove a carrier billing integration system** allowing customers to charge BlackBerry applications directly to their phone bill, eliminating need for additional transactions and increasing carrier margins.
- **Implemented BlackBerry Messenger channel** to assist carriers communicate their promotions and features, resulting in increased recognition of product brand and carrier.
- **Directed implementation and launch of full-featured BBM Music cloud service**, including carrier branding and integration of region-specific contents into playlists.
- **Built collaborative relationships** with carriers such as América Móvil, Telefónica, Millicom.

MOBILE APPS DEVELOPER/TECHNICAL PRODUCT, Sunrise, Florida (2009-2010)

- **Managed** Blackberry Curve 3G 9300 **deployment** acting as technical lead, ensuring the company met high customer demand.
- **Led local application Unit Test** efforts to increase quality of the overall platform.

FREESCALE SEMICONDUCTORS

2008-2009

SOFTWARE PLATFORM INTEGRATION LEAD, Boca Raton, Florida (2008-2009)

Led integration planning for Windows Mobile platform. Improved customer delivery through coordination of Symbian platform enhancements.

MOTOROLA INC.

2000-2008

PRODUCT DEVELOPMENT TECHNOLOGIST, Plantation, Florida (2006-2008)

Key member of product development team in charge of **conceptualizing, creating, defining and generating mobile apps.**

- Identified as “**Motorola Innovation Leader**” in 2006 for technology contributions.
- **Conceptualized and designed disruptive user interfaces/experiences**, for mobile applications and web services by introducing social networking, media sharing and blogging capabilities.
- **Participated on an Ideation for worldwide markets** to gain deep understanding of target customer and their needs to identify strategic opportunities and experiences to differentiate.

SENIOR STAFF SOFTWARE ENGINEER, Plantation, Florida (2003-2005)

Technical expert for cellular network development organization, **created advanced technology in graphical, voice user interface (VUI), and user experience (UI/UX).**

- **Conducted** several research projects in mobile accessibility and human interaction.
- **Spearheaded proof-of-concept** of friendly VUI handheld device for visually impaired. **Designed evaluation** methodology for text-to-speech (TTS) and Voice Recognition (VR) technologies.
- Worked with user interface groups in **China, Australia, UK and United States** conceptualizing functionality and ergonomics for multimodal and contextual user interfaces.
- **Liaised as subject matter expert** with Florida Atlantic University on Agile methodologies.

SENIOR SOFTWARE ENGINEER, Boynton Beach, Florida (2000-2003)

Defined architecture and designed low-level software for embedded devices. Maintained features on user interface (UI) services for Motorola devices.

- **Co-created low-level display driver** for Motorola’s first color display handset (T720).
- **Reduced development cost by** streamlining inspection software.

ADDITIONAL EXPERIENCE

Programmer, University of Florida McTrans Center, Gainesville, Florida

1997-1999

EDUCATION AND CERTIFICATIONS

Master of Business Administration (MBA): International Management & Marketing, 2011

University of Florida, Warrington College of Business Administration, Gainesville, FL

Master of Science/Engineering (MS/ME) Telecommunications, University of Florida, Gainesville, FL

Bachelor of Science in Electrical Engineering (BSEE), University of Cordoba, Argentina

Certified Six Sigma Green Belt – Motorola / CSPO Certified Scrum Product Owner

SKILLS AND OTHER INFORMATION:

Skills: Microsoft Office, ClearCase, JMP, Rational, DDTs, DOORS, JIRA, Balsamiq.

Programming Languages: C/C++, Java, Scripting, REST, HTML5.

Patents: Holder of 13 patents granted for development of features and usability.