

# Carlos Arias

Raleigh, NC • +1 919-744-1132 • carias.fernandez@gmail.com • linkedin.com/in/cariasf •  
https://www.carlosariasf.com/

---

## Product Management Leader Driving Innovation and Revenue Growth in AI new ventures

Product management leader with 18+ years in tech. Proven track record of driving revenue growth by \$100 million in 3 years in new ventures through AI/ML innovations. Expert in product & sales strategy with strong financial acumen supporting M&A. Core skills: leadership, team builder, communication, product discovery & problem solver.

### WORK EXPERIENCE

---

**Sandvine** • Raleigh, USA

09/2020 - Present

#### Senior Director Product Management - Data Analytics & AI

- Led a **global team** responsible for half of the company's product portfolio, including P&L. Built **data pipelines** for Telco, drove ETL, **data insights**, predictive analytics, and AI/ML services, delivering product strategy through vision, ideation, go-to-market, and implementation while enabling engineering, sales & marketing teams.
- **Launched innovative AI/ML products** for network optimization & capacity planning. Responsible for market research, idea creation, value proposition, roadmaps, positioning, sales & marketing enablement, and execution bringing the voice of the customer to increase revenue by **\$45 Million in 3 years**.
- Disrupted network capacity planning with innovative QoE-based data & analytics framework, leveraging AI data models to reduce network's CapEx/OpEx by 2-5% (**billions in value creation** & customer savings).
- Appointed by C-Level to execute board strategic initiatives, **leading a cross-functional high-performing team** to increase company valuation and improve business processes, collaboration, and teamwork. (E.g Agile & DevOps, Support & Maintenance relaunch)
- **Led Agile & DevOps initiative** to improve collaboration, automation, monitoring, and feedback to accelerate 4x software development lifecycle, product delivery, and customer value using agile methodologies.
- Enabled marketing and sales teams through product launch strategy, driving messaging, and positioning while aligning value propositions with market needs to enhance company positioning and accelerate growth.
- Drove impactful strategic customer engagements and large industry events while creating meaningful relationships in the industry.

**Cisco** • Raleigh, USA

06/2013 - 09/2020

#### Senior Product Manager (CTO Office)

- Led Mobility CTO Office **new venture partnerships**, identifying, assessing, developing, and scaling potential new ventures and strategic partnerships.
- Product leadership driving and scaling new ventures, analyzing areas of opportunity in new technologies and business models, creating a robust sales & marketing strategy for innovative AI/ML software in the mobile networking space driving revenue from **zero to \$100M in 3 years**.
- Managed to shift from a perpetual license to a subscription model, increasing revenue by **\$30 Million in annual subscription** sales while amplifying sales funnel 5X.
- Directed Pre-Sales team and GTM strategy to drive a recent company acquisition to #1 market share in the US, increasing revenue from **\$10 to \$70 Million in 2 years**.
- Led industry events in new technologies and product offerings, to drive awareness and engagement. Led customer-facing engagements for the CTO Office to drive long-term high value deals.

**Tekelec/MBalance B.V** • Raleigh, USA

10/2007 – 06/2013

**PreSales Manager**

- Promoted to lead pre-sales, during the successful transition to Private Equity ownership, supporting all Americas sales, technical sales, business development, and marketing.
- Steered through notable company transition to new product lines, contributed to a massive revenue uplift from \$50 to \$250 Million in 3 years.
- Led expansion of Mobile Messaging Business into North America, doubling product revenue from \$15 to \$30 Million in 2 years.

**European Computer Telecom** • The Hague, Netherlands

07/2006 – 09/2007

**Systems Engineer**

**Telefonica R&D** • Madrid, Spain

06/2005 – 07/2006

**Software Engineer**

**IBM Business Consulting Group** • Madrid, Spain

11/2004 – 06/2005

**Software Engineer**

EDUCATION

---

**Master in Business Administration**

**Kellogg School of Management – Northwestern University**

09/2016 – 06/2018

**Executive Certificate**

**MIT Sloan School Of Management**

03/2015 – 03/2015

Product Strategy & Innovation

**Master Of Science in Telecommunications Engineering**

**Universidad Carlos III de Madrid**

09/2002 – 06/2005

**Bachelor of Science in Telecommunications Engineering**

**Universidad Carlos III de Madrid**

09/1998 – 06/2002

VOLUNTEERING & LEADERSHIP

---

**Council for Entrepreneurial Development**

01/2018 – 06/2023

Board Member • Raleigh, USA, NC

- Handpicked to the largest non-profit entrepreneurial accelerators for startups in NC.
- Acted as mentor and advisor for multiple startups in NC.
- Developed a strategic partnership between Cisco and CED to secure donations.

**William Peace University**

03/2020 – 02/2023

Board Member • Raleigh, USA, NC

SKILLS

---

Agile, AI/ML-driven product strategy, Artificial Intelligence, Business Development, Cloud, Communication, Competitive Research, cross-functional leadership, Data Modeling, Data Science, Data Storytelling, Data Visualization, DevOps, digital transformation, Emerging Technologies, Go To Market Strategy, Growth Strategy, Innovation, Leadership, Machine Learning, Management, Marketing, People management, Problem Solving, Product Management, Product Strategy, Quantitative Modeling, Revenue Growth, Sales & Marketing Strategy, subscription revenue growth