

CARLOS ORTEGA LOPEZ

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SUMMARY

Product leader and AI-native builder who designs, builds, and ships products to paying customers. Founded Restock Bot Alerts, a subscription platform with 200+ paying subscribers, including AI features and a browser extension that automates checkout end to end. Backed by 18+ years of enterprise product and GTM leadership: a \$1.7B portfolio at Dell, GTM at Adobe, and a 14-person team at American Express. Known for:

- **Building, Not Just Managing:** Builds and ships production software (Python, browser extensions) with AI coding tools, plus AI features like LLM news summarization, image recognition, and an autonomous voice agent, used by real subscribers.
- **Enterprise Product Leadership:** Managed \$1.7B+ revenue portfolios across physical and digital products, launching new products from concept to market with millions of units sold.
- **Commercial Ownership:** Owns the full business, from pricing research and packaging to partnerships and P&L, at both startup and enterprise scale.

EXPERIENCE

RESTOCK BOT ALERTS (TREMSCOL LLC), Lehi, UT – **Founder & Head of Product**

2022 - Present

All-in-one discovery, tracking, and profitability suite for precious metals buyers, covering the full journey from finding stock (real-time online alerts, in-store inventory visibility) to buying it (a browser extension that automates checkout) to maximizing profit (margin analytics, historical data, and payout comparisons).

- Built and scaled a subscription product from 0 to 200+ paying users, setting tiered pricing through a Van Westendorp price-sensitivity study.
- Released a Chrome and Firefox browser extension that automates the purchase flow, turning a restock alert into a completed checkout with minimal manual intervention.
- Moved the product from Slack to a dedicated web app (PWA) based on subscriber feedback, gaining full control of the user experience, onboarding, and usage data.
- Built the platform's analytics layer, including purchase and sales tracking, profit margins, and historical and geographic inventory trends, giving members a clear view of what they actually earn across \$8M+ in monthly transaction volume.
- Shipped AI-first product features: a news bot that summarizes daily gold-market developments, and an image recognition tool that extracts information from user-submitted photos.
- Built and run an autonomous AI voice agent that calls stores, retrieves availability, and publishes results to users, replacing a fully manual process.
- Built custom AI skills and agent workflows that speed up debugging, testing, and deployment, letting a one-person team ship fixes and new features in hours instead of weeks.
- Ran \$2.5M+ in resale activity personally as the product's first user, which shaped requirements for its automation and AI features.

ADOBE, Lehi, UT

May 2019 - Present

Sr. Product Marketing Manager – Adobe Experience Platform

- Designed and built a centralized AI skill plugin marketplace for the extended AEP PMM organization, developing custom plugins and MCP integration guides, and driving hands-on AI adoption as a self-initiated effort.
- Built AI-powered knowledge management platform that consolidated fragmented product documentation into a single queryable system, reducing research time 80% and saving 20+ hours on a single enablement refresh project.
- Delivered product utilization analysis to leadership that identified adoption gaps, directly triggering a cross-functional initiative to increase customer engagement.
- Leading Data Science Workspace sunset, directly engaging 30+ enterprise customers on migration while coordinating communications to 80+ accounts to ensure seamless transition to successor product.

Sr. Product Marketing Manager - Adobe Commerce

- Developed and executed go-to-market strategy for the Amazon Sales Channel extension, achieving \$17.2M in GMV and onboarding 114+ new customers within 7 months.
- Led data-driven marketing and customer communication strategy to sunset our order management solution, minimizing attrition to less than 6% through strategic planning and stakeholder management.

RE SOLUTIONS GROUP TEXAS LLC, Austin, TX – Co-Founder**2019 - 2022***Real estate wholesaling firm servicing the greater Austin, TX area.*

- Built custom CRM with fully automated workflows, reducing manual work by 90% and improving customer outreach efficiency.

DELL INC, Round Rock, TX**2015 - 2019****Sr. Product Manager**

- Managed \$1.7B+ revenue portfolio across 25+ platforms and 3M+ annual units.
- Achieved #1 North America seller position in both Chrome and Windows Education markets.
- Captured \$500K in savings through touch panel inventory analysis.
- Created analytics tool for competitive and pricing analysis adopted across consumer teams.
- Earned Silver Award (top 10%) and Bronze Award (top 15%) for outstanding performance.

AMERICAN EXPRESS COMPANY, Mexico City, MEX**2008 - 2013****Implementation & Technology Solutions — Manager (promoted from Analyst)**

- Led 14-person international team, increasing signed contracts 90% (232 → 440) through better systems and team coaching.
- Delivered Amex Mexico's largest payment processing project (\$40M+ annually), reducing processing time 93% (56 to 4 hours) and achieving \$32K in savings.
- Created Industry Analysis methodology that identified \$400M in new potential business.
- Earned highest performance rating two consecutive years (top 10% of employees).

EDUCATION**THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX****May 2015****Master of Business Administration, Full-Time Program**

- Concentration in Entrepreneurship and General Management
- First place (out of 27 teams), MBA Finance Challenge
- National Outdoor Leadership School, expedition participant on 10-day trek through Patagonia wilderness

INSTITUTO TECNOLOGICO Y DE ESTUDIOS SUPERIORES DE MONTERREY (ITESM), Mexico City, MEX**May 2007****Bachelor of Science in Industrial Engineering**

- Graduated with honors.
- Winner - "Roberto Rocca Education Program Scholarship" for outstanding scholastic performance (top 5% of class).
- Nominee - Goldman Sachs Leadership Scholarship (selected among top students from 100 universities worldwide).
- International university exchange at The University of Technology Sydney, Australia (Spring 2004).

SKILLS**Product Management:**

- Product strategy & roadmaps
- 0-to-1 product development
- User research & product-market fit
- Go-to-market strategy & execution
- Product lifecycle management (launch to sunset)
- Experimentation & iteration

Technical & AI:

- Python
- LLM apps & AI agents (voice, vision, summarization)

Prompt engineering

- AI coding agents & MCP
- AI model evaluation
- API integration & workflow automation
- Data analysis & business intelligence

Business & Strategy:

- P&L ownership & financial modeling
- Pricing & monetization strategy
- Competitive analysis & market research
- Partnership development

Go-to-Market:

- Product marketing & positioning
- Sales enablement
- Customer acquisition & retention
- Channel strategy

Leadership:

- Team leadership & hiring
- Cross-functional leadership
- Business negotiation
- Entrepreneurship