

SUMMARY

I own both the product and the story that sells it.

At Adobe, I took a service everyone used but no one measured, typography, and proved it drove **revenue, retention, and platform growth**. I led product strategy and marketing for a 75-person product, design, and engineering organization: executive approval of strategy seven years running, adoption across 12 flagship apps, each secured by persuading teams I didn't manage, and a roadmap I pivoted to the AI era. My playbook goes anywhere: find the undervalued asset, prove its worth, and scale it through influence.

HIGHLIGHTS

- Rebranded Typekit, an acquired service, into a core Adobe membership benefit. Recognized an activation-limit removal as the rebrand moment and grew monthly active users (MAU) **40% in year one** without losing a single type foundry or licensing partner.
- Proved typography drives revenue. Redesigned Adobe Express font recommendations to lift free-to-paid conversion **+186% (0.5% → 1.42%)**, making it one of Express's top premium drivers.
- Quantified the retention case for typography. A 2025 causal analysis of 3.25M Creative Cloud Complete (all-app) subscribers showed that those who adopted Adobe Fonts churned **66% less** the following month.
- Launched Adobe's largest content-licensing partnership in five years (Monotype and Microsoft). Spotted the opportunity in user drop-off data, then timed the launch to Adobe MAX London, Adobe's flagship European conference. **1.2M users adopted within weeks**.
- Consolidated two separate text-rendering systems, the software that draws type inside each app, into one platform across 12 flagship apps. The shared text platform serves **15M MAU** today.
- Defined Adobe's AI typography strategy, shipping **generative text edit** in Firefly Boards, Adobe's AI-powered infinite canvas, at Adobe MAX 2025.

EXPERIENCE

Builder · Board Executive · Advisor

Since Mar 2026

INDEPENDENT · SEATTLE, WA

BUILDING

Since Mar 2026

- Shipped **Ramón**, an AI styling app, end-to-end on the Claude API: product requirements document, onboarding narrative, UX copy, and the technical trade-offs from server-side security to model selection. Treated the prompt itself as the product. In daily use.
- Brand is behavior, not image. **The Behavioral Brand** argues it: an interactive thesis benchmarking 9 landmark cultural-institution rebrands. Researched, written, designed, and built solo.
- Built a curated executive prompt library in React.

BOARD

Since Dec 2025

- Executive Board member and co-chair of **BIMA Bash! 2026**, the Bainbridge Island Museum of Art's flagship fundraiser. The campaign raised **\$1.175M**, 31% over its **\$895K goal**.

ADVISORY

Since Jan 2026

- Global Advisor, How Women Lead, counseling senior women leaders on brand, marketing, and communications.

Director, Product Management

Jun 2023 – Feb 2026

ADOBE · SEATTLE, WA

First product director for the fonts & typography business, a service used across every product in Adobe's **\$17.65B Digital Media segment**. Led 6 product managers and set direction for a 75-person product, design, and engineering organization.

- Reframed font discovery from a quality feature into a conversion lever, won funding for it as a standalone bet, and drove the launch with Adobe Express as the first proving-ground partner.
- Made fonts and text core to Adobe's AI tools rather than an afterthought, and secured Photoshop and Express commitments to adopt generative text editing after the first release proved out.

Director, Product Management — CONTINUED

- Shipped a usage-based royalty model, **saving \$1M in year-one foundry royalties** with zero user backlash.
- Grew the Adobe Fonts product to **12M+ MAU, 3× the rate of Creative Cloud**.
- Ran the Adobe Fonts website as a funnel and product lab, lifting free-account signups **+36% year over year**.

Group Manager, Product & Product Marketing Mar 2019 – Jun 2023

ADOBE · SEATTLE, WA

Pitched for and won expanded leadership over both product strategy and product marketing for the fonts & typography business. Led a team of 8 and presented strategy to the senior vice president annually.

- Won executive approval for the usage-based royalty model and specified the usage logging across every app.
- Shipped the Adobe Fonts product across Adobe.com and **12 Creative Cloud apps**.
- Rebuilt 3 teams and grew the people on them, promoting a support manager to PM, a support person to community manager, and a content hire into the producer behind one of Adobe's top livestream series.

Group Product Marketing Manager Mar 2016 – Mar 2019

ADOBE · SEATTLE, WA

Led marketing, customer experience, and go-to-market for the fonts & typography business; team grew to 8.

- Made the call to treat the activation-limit removal as a rebrand, not a product update: chose the Adobe Fonts name, won brand leadership's approval, and ran the launch on a tight Adobe MAX timeline.
- Built the original retention proof: the 2019 causal analysis showed all-app subscribers who used Adobe Fonts churned **42% less** the next month. It became the business case behind every later platform investment.
- Created the marketing behind Adobe's gender-inclusive emoji advocacy (Forbes, MIT Technology Review, Wired, Slate, and more).

Senior Product Marketing Manager Jan 2012 – Mar 2016

ADOBE · SAN JOSE, CA

Sole senior marketer for the fonts & typography business after the acquisition of a popular web font service (Typekit); deployed a \$1M budget across public relations, partnerships, and Adobe MAX.

- Designed the go-to-market and press strategy for Source Han Sans, the first open-source typeface spanning Chinese, Japanese, and Korean scripts, addressing **1.5 billion users**; won the naming case in a five-company negotiation.
- Created, funded, and led the Adobe Originals 25th Anniversary campaign, anchored by the open-source launch of Source Serif.
- Designed Typekit's community-led marketing (designer showcases and features) and produced the launch microsites, several of which still live a decade later.

Quality Engineer → Lead Quality Engineer → Senior Program Manager Jul 2002 – Jan 2012

ADOBE · SAN JOSE, CA

Joined as employee ~6,000 and shipped releases for Photoshop, Illustrator, InDesign, and Acrobat. A decade in the fonts & typography business before I marketed it; foundries and engineers knew my work before I pitched them.

EDUCATION

MBA in Marketing	Santa Clara University
BA in Political Science	University of California, Los Angeles
AI-Driven Leadership	Stanford Online · 2026
Strategic Data Storytelling	University of Chicago · 2025