



Roderik Saleh

Adaptive product leader with proven ability in product strategy, execution, and cross-functional collaboration. Experienced across industries and settings from startup to enterprise. Adept at identifying market opportunities, cultivating client and stakeholder relationships, and aligning product roadmaps with business goals.



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Miami, FL

Founder & Operator

Spanking Habit

Miami, FL 2024 – Present

Identified \$100K+ ARR for a new business case, with investors, providing on-demand mobile car care. Managed strategy for services to sell, pricing, and marketing. Owned P&L, Go-Live roadmap, and reqs.

- Acquired cold clients within 6 weeks from concept, growing to 5 recurring top spenders and 3 org accounts like the Ritz-Carlton.
- Obtained 5-star Google rating, 9% operating margin iterating with external feedback, data insights.

Managing Director

Vigor Drift

Miami, FL 2021 – 2023

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Co-Founder & Product Lead

Ravuz Apparel

Miami, FL 2018 – 2020

Launched a niche apparel brand. Directed the product life cycle, P&L, and e-commerce UX/UI reqs.

- Directed the roadmap for collections and product marketing that generated 4-digit monthly revenues.
- Oversaw UI/UX development for funnel engagement of Wordpress site with Woocommerce and payments integration.

Scrum Master

ADP

Amsterdam, NLD 2017 – 2018

Championed Agile principles & processes within a product group of 5 developer teams. Responsible for coordination and documentation of work projects. Advisor to Product Owners on feature planning, to developers on workflow, and to managers on organization.

- Expanded role, within a quarter, to include management of reqs with outsourced QA teams.
- Promoted in order to expand Agile coaching onto 5 other Scrum Masters across Europe.

Product Manager

TalentReef

Denver, CO 2016 – 2016

Responsible for the plan and development of two B2B SAAS product lines for entering new market segments. Contributed product roadmaps and offerings to the exec team for pitch decks, such as to CarMax.

- Set up and launched a customer development program with 10 large orgs, including Yum! Brands.
- Modeled opportunity of adding double-digit \$MM in ARR by planning in-demand reqs from clients.

Assoc. Product Manager

Gogo Business Aviation

Brmfld., CO 2014 – 2016

Qualified strategic opportunities for the company's portfolio of telecom products and services (satellite & 5G powered). Contributed this expertise in analysis of business cases and response to RFPs. Served as Product Owner for the customer portal to manage their subscriptions and track usage by aircraft.

- Built models for the business about 5G & satellite connectivity, projecting a \$1.4B cap over 10 yrs.
- Created the company's first suite of in-depth portfolio metrics showing market share, customer profiles, and aircraft/product combination take rates.

Languages & Expertise

English · Spanish · Dutch

Product Roadmaps · Stakeholder Management · Business Models · Pricing Scenarios · P&L
Feature Requirements · Customer Development · Brand Strategy · E-commerce
Leadership · Business Analysis · Market Research

Certifications & Education

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|---|---------------|
| CSPO - Certified Scrum Product Owner :: Scrum Alliance | '25, '19, '18 |
| Leadership Presentation & Image Skills Program :: Dardis Communications | '16 |
| Finance for Non-Finance Professionals :: University of California, Irvine | '15 |
| B.Sc. Mechanical Engineering :: University of Colorado Boulder | '14 |