



OLIVER VINCENT LEDESMA

Technical Product Manager — Where Sales Strategy Meets Software Engineering

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PROFESSIONAL PROFILE

Technical Product Manager who codes and sells — a rare combination that lets me own the full arc from customer conversation to shipped feature. Nearly a decade in enterprise sales trained me to read the market and close the deal; five-plus years as a hands-on Laravel/PHP backend developer trained me to know what's actually feasible to build. I use that combination to de-risk products early: validating commercial viability before a sprint is planned, and keeping technical scope honest before a promise is made to a client.

CORE EXPERTISE

Product	Business	Technical	Leadership
- Product Discovery - Product Vision - MVP Planning - User Stories - Roadmapping - Requirements Engineering	- Commercial Strategy - Business Analysis - Customer Research - Stakeholder Management - Enterprise Sales - Value Proposition Design	- Laravel - PHP - SQL - REST APIs - AWS - AI-Assisted Development	- Agile Delivery - Scrum - Sprint Planning - Cross-functional Leadership - Release Management - Risk Management

PROFESSIONAL EXPERIENCE

Project Manager | ACE FMS

Jan 2026 – Present

Lead Agile software delivery for enterprise workforce management solutions.

- Coordinated Agile ceremonies, sprint planning, backlog refinement, and release activities across cross-functional teams.
- Facilitated communication between engineering teams and business stakeholders.
- Improved delivery transparency through structured reporting and risk management.
- Managed multiple concurrent initiatives while balancing delivery priorities and stakeholder expectations.

Project Manager | Haraya Solutions

Oct 2023 – Jan 2026

Front-facing role spanning customer acquisition through delivery: collaborated with startup founders and clients to transform business ideas into scalable software initiatives.

- Facilitated product discovery sessions and translated business concepts into actionable product requirements.
- Handled requirements gathering, cost estimation, negotiation, and closing of new engagements.
- Helped define MVP scope, prioritized product backlogs, and aligned development with business objectives.
- Coordinated developers, QA engineers, and stakeholders throughout the software delivery lifecycle across multiple concurrent client engagements.

Technical Project Manager | ClientWise — Family Law Client Portal

Dec 2023 – Nov 2025

Partnered directly with the founder to evolve an early MVP into a scalable LegalTech SaaS platform, bridging business strategy and engineering execution.

- Developed the original Laravel backend for the initial MVP before transitioning into full-time Technical Project Management.
- Collaborated with the founder to refine product vision and prioritize the feature roadmap.
- Owned requirements validation, translating objectives into detailed, prioritized tickets in Jira.
- Led backlog refinement, sprint planning, and release coordination; drove on-time execution by overseeing daily development flow.
- Resolved complex pull-request conflicts to maintain repository integrity and conducted acceptance testing on staging prior to production release.

Project Manager | CodeVidia

Jan 2021 – Dec 2023

Managed Agile software projects across multiple industries, coordinating technical teams and client stakeholders to ensure successful delivery.

- Oversaw a team of developers building and maintaining web applications for multiple clients, applying Kanban, Agile, and Waterfall practices as needed.
- Led task planning, sprint coordination, and workflow design to reduce code conflicts and streamline collaboration.
- Built strong client relationships and ensured customer satisfaction across diverse business verticals.
- Monitored project performance, managed risks, and implemented continuous delivery improvements.

Backend Developer | CodeVidia

Jan 2019 – Jan 2021

Designed and developed backend applications using Laravel while collaborating with cross-functional teams to deliver scalable web solutions.

- Developed robust backend applications and RESTful APIs using Laravel and PHP.
- Designed and optimized database structures for performance and scalability.
- Collaborated with front-end developers and designers to integrate user-facing features.
- Implemented best practices for code quality, security, and performance.

Freelance Software Developer & Data Scientist | Self-Employed

Jan 2015 – Feb 2019

Delivered custom software development, analytics, automation, and backend solutions across a range of industries and business domains.

- Built custom web applications, automation tools, and analytics solutions for clients ranging from startups to established enterprises.
- Applied data science and statistical analysis techniques to solve real-world business problems.
- Managed the full project lifecycle independently, from scoping and analytics to deployment.

Enterprise Sales & Account Management | Samsung · Panasonic · Wrangler

Apr 2006 – Dec 2014

Built a strong commercial foundation across enterprise sales, key account management, channel development, and customer relationship management prior to transitioning into software and product roles.

- Key Accounts Manager, Samsung Electronics (Oct 2013 – Dec 2014): led all business unit operations for Southern Mindanao, managing field sales, trade marketing, and admin teams; top sales performer for out-station area, 2014.
- Account Executive, Wrangler Philippines (Nov 2011 – Jul 2013): drove sales quota achievement across Southern Philippines; recruited and managed field sales staff.
- Sales Executive, Panasonic Business Solutions Philippines (Apr 2006 – Oct 2011): built market research and forecasting into distributor-facing sales presentations across a Philippine region; developed long-term key account relationships and strategic account plans that continue to inform an approach to product strategy and software commercialization.

SIGNATURE PRODUCT EXPERIENCE

ClientWise — Family Law Client Portal | Founder Partnership

- Partnered directly with the founder to evolve an early MVP into a scalable LegalTech SaaS platform.
- Developed the original MVP backend using Laravel.
- Helped shape product direction through continuous founder collaboration, backlog refinement, and feature prioritization.
- Coordinated engineering execution from planning through release.

Y2K Interactive Narrative Experience | Product Innovation

- Designed an interactive mobile experience to promote a post-apocalyptic feature film by transforming a screenplay into a branching “choose your own adventure” product.
- Collaborated directly with the producer to define the product concept, gameplay framework, and narrative progression system, architecting a chapter-based engine that tracked player decisions and dynamically managed story flow.
- Balanced storytelling, technical feasibility, and iterative development in a highly ambiguous, fast-moving production environment.

Tournament Community & Competition Management Platform | Entrepreneurial Product Thinking

- Designed a product concept helping tournament organizers manage competitions while growing gaming communities.
- Conducted customer and market research to define personas, value proposition, and product vision.
- Prioritized MVP functionality and produced business requirements and technical planning artifacts supporting AI-assisted prototype development.

EDUCATION

Bachelor of Science, Mathematics — Ateneo de Davao University (1999 – 2005)

Bachelor of Arts, Economics — Ateneo de Manila University (1998 – 1999)

CERTIFICATIONS

Google Project Management Professional Certificate · AWS Cloud Practitioner · AWS Cloud Technical Essentials · IBM Artificial Intelligence · Vanderbilt Prompt Engineering for ChatGPT · UX & Product Management Certifications · Getting and Cleaning Data · Exploratory Data Analysis · Reproducible Research · Play It Safe: Manage Security Risks

TECHNOLOGIES

Laravel · PHP · SQL · REST APIs · MySQL · AWS · Git · Docker · Jira · Confluence · Notion · AI-Assisted Development · ChatGPT / Cursor AI · GitHub Copilot