

JEFF ORIECUA

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Summary

Technical product manager trusted with pricing, platform strategy, and scaling large-scale distributed systems. Led core Amazon EventBridge services at AWS, owning pricing decisions and product direction for a platform generating \$37M in annual revenue and serving 1.8M+ customers. Known for strong judgment under ambiguity, deep customer engagement (300+ interviews), and turning complex platform problems into shipped capabilities with measurable business outcomes.

Product and Leadership Skills

Product Strategy: Multi-year platform direction, pricing and monetization, competitive positioning

Execution: Customer discovery, go-to-market strategy, high-velocity delivery, matrixed org execution

Leadership: Cross-functional alignment, executive decision support and narrative, mentoring product managers

AI & Analytics: Generative AI for discovery and requirements, KPI design, forecasting, usage analysis

Professional Experience

Senior Technical Product Manager

Amazon, Cross-Border Shopping / Amazon Bazaar – Vancouver, Canada (Feb 2026 – Present)

- Set product direction and prioritization for Amazon Bazaar, a cross-border shopping app serving customers in 14 countries across Latin America, the Middle East, and Asia-Pacific
- Integrated and extended established Amazon services across 15+ concurrent Bazaar initiatives, negotiating prioritization and technical direction with partner PMs and engineers across a web of shared dependencies
- Drove the customer experience roadmap, including search (ML-based ranking, autocomplete, personalization), discovery, purchase, and order tracking
- Led single sign-on for iOS and Android across three Amazon app teams, enabling Bazaar to authenticate customers via Amazon Shopping app credentials, reducing sign-in friction for 1.7M+ installed users

Senior Technical Product Manager

Amazon Web Services (AWS), EventBridge — Vancouver, Canada (Dec 2021 – Feb 2026)

- Defined multi-year product direction for core EventBridge platform services (Event Bus, Pipes, Scheduler, Schema Registry), serving 1.8M+ external customers and internal AWS teams building event-driven systems at global scale
- Owned pricing strategy for EventBridge Pipes and co-led a ground-up redesign of the Event Bus pricing model, securing SVP approval for changes to a \$37M annual revenue platform
- Launched and scaled EventBridge Pipes to 8,000+ customers and 7B weekly requests in its first year, earning inclusion in the Amazon CTO's re:Invent keynote
- Scaled EventBridge Scheduler from 1M to 10B maximum schedules and from 500 to 50K API calls per second, growing usage from 800K to 12B weekly invocations
- Drove cross-organization alignment on roadmap and delivery decisions, balancing speed to market with reliability and long-term platform health across multiple engineering teams
- Shaped product and pricing decisions through 300+ customer interviews and competitive analysis, translating real-world usage patterns and failure modes into roadmap priorities
- Applied generative AI to synthesize customer call transcripts, surface user needs, and iterate on product narratives and requirements, cutting draft-to-approval cycles by 50%

Senior Technical Product Manager

Top Hat — Remote (May 2021 – Nov 2021)

- Owned third-party integration strategy focused on interoperability and enterprise adoption, reducing onboarding friction and time-to-value for large university customers
- Led delivery of LTI 1.3-compliant integrations (a standard for securely connecting learning platforms), enabling seamless integration with major Learning Management Systems
- Partnered with sales and customer success to unblock enterprise deals, including Penn State's adoption of Top Hat, by resolving integration and onboarding friction
- Mentored a junior product manager, who later led their own integrations initiatives

Senior Technical Product Manager

Pearson — Remote (Jul 2020 – May 2021)

- Drove product vision and delivery for myPTE, a global platform supporting 1.2M+ annual Pearson Test of English candidates across account creation, preparation, booking, and results
- Launched a partner application enabling schools and agencies in China, India, and the Middle East to manage test bookings on behalf of candidates, opening new international revenue streams
- Coordinated phased delivery across UX, engineering, and marketing teams to meet tight regional launch timelines
- Created onboarding and operational documentation that enabled partners to self-serve adoption, reducing time-to-live for new agencies

Innovation Product Manager

Vancouver Airport Authority (YVR) — Vancouver, Canada (Mar 2020 – Apr 2020)

- Designed and delivered a self-service baggage tagging prototype, advancing it to airline-approved trial readiness with KLM and Air France before COVID paused the program
- Conducted discovery and validation for a digital virtual assistant to guide connecting passengers through transfer, customs, and wayfinding flows

Senior Business Analyst

University of British Columbia — Vancouver, Canada (Nov 2019 – Mar 2020)

- Authored the business case for a high-performance computing initiative that secured \$16M in funding, the only major IT project approved during the period
- Led investment analysis for major IT initiatives, partnering across legal, privacy, finance, security, and academic stakeholders to translate complex technical considerations into clear executive recommendations

Senior Product Manager

Pearson — Vancouver, Canada (Jul 2013 – Jul 2019)

- Owned core product areas within Schoolnet, a large-scale K-12 assessment and analytics platform used by U.S. school districts
- Scaled platform usage from 8M to 25M annual assessments, reaching 8M students across U.S. districts
- Initiated and led the Question and Test Import capability, enabling ingestion of 250K+ third-party assessment items and reducing manual test creation by 70%
- Informed product priorities through customer interviews, RFP analysis, usage data, and competitive research

Previous Experience

- Senior Business Analyst, TELUS — Vancouver, Canada (Jul 2011 – Jul 2013)
- Product Owner, MMX Software — Vancouver, Canada (Sep 2008 – Feb 2011)
- President, Rexin International Services — Beijing, China (Nov 2005 – Apr 2008)
- Business Analyst, AV Smart (BMW Events) — Beijing, China (Mar 2007 – Dec 2007)
- Software Engineer, Business Objects — Vancouver, Canada (Apr 2004 – Mar 2005)
- Senior Academic Assistant, University of British Columbia — Vancouver, Canada (Sep 2002 – Apr 2004)
- Internet Developer, Expert Guides — Vancouver, Canada (Apr 2002 – Nov 2002)

Personal Project

AI Application Screener – 2026 – <https://github.com/redwheeler3/penta-application-screener>

- Built an AI-powered screener that turns 300+ housing co-op applications into a committee-ready shortlist, running five AI passes over each application; in live use by the selection committee
- Designed an eval system that verifies each pass using deterministic checks where outputs are categorical and an LLM-as-judge only for calibration, catching prompt changes that silently break unrelated cases
- Kept the model advisory and the ranking math deterministic, with a human in the loop at every stage, deciding where AI adds value and where it would introduce risk

Education

- Executive MBA (with Distinction), Quantic School of Business and Technology — Remote (2022)
- B.Sc. Computer Science (4.0 GPA), University of British Columbia — Vancouver, Canada (2004)
- B.Sc. Biology, Minor in Psychology (3.7 GPA), University of British Columbia — Vancouver, Canada (1999)
- Intermediate Mandarin Chinese Diploma, Diqucun Language College — Beijing, China (2006)

Certifications

- Agentic AI Applications and Multi-agent Collaboration, Amazon Machine Learning University (2026)
- AWS Certified Cloud Practitioner (2025)
- Certified Scrum Product Owner (CSPO), Scrum Alliance (2020)
- Certificate in Business Analysis, Simon Fraser University (2009)

Community Leadership & Speaking

- Keynote, panel, and executive briefing presenter — Vancouver, Canada (2023 – Present)
- Industry Speaker, BrainStation — Vancouver, Canada (2024 – Present)
- AWS re:Invent presenter — Las Vegas, USA (2023, 2024, 2025)
- Mentor, University of British Columbia — Vancouver, Canada (2011 – Present)
- Treasurer, Penta Housing Co-operative — Vancouver, Canada (2019 – 2021, 2026 – Present)
- Distress Line Supervisor, Vancouver Crisis Centre — Vancouver, Canada (1998 – 2001)