

Juan S. Granados

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Product leader with 8 years driving 0-to-1 launches, strategic roadmaps, and team leadership across blockchain, retail/e-commerce, and infrastructure products. Turns ambiguous problems into aligned roadmaps, building and mentoring high-performing teams while driving measurable business outcomes.

PROFESSIONAL EXPERIENCE

THRACKLE INC. | REMOTE

Technical Product Manager

October 2024 - Present

- **Led strategy, roadmap, and 0-to-1 launch of Forte Perpetuals and the Forte AMM** across four asset classes, aligning a 30+ person team behind the roadmap. Directly manage an analyst, researcher, and designer.
- **Authored the spec for the Forte Perpetuals SDK and API**, detailing ~25 methods across trading, market data, account-state streaming, and order lifecycle. Benchmarked against incumbents to convert P0 parity gaps into engineering-ready PRDs.
- **Drove a 40% increase in user conversion on the Perpetual DEX trading UI** via UX optimizations sourced from trader interviews, backed by an analytics framework tying funnel data to product requirements.
- **Closed Thrackle's first paying customer**, sourcing the lead and partnering with Marketing, Engineering, and Legal to close the deal.

AMBERDATA INC. | REMOTE

Senior Product Manager

October 2023 - October 2024

- **Owned the strategy and roadmap for Blockchain and DeFi products**, launching Portfolio Management and Blockchain API initiatives that contributed a new \$1MM revenue stream.
- **Led a project to ingest, decode, and standardize blockchain data**, cutting time to deliver new protocol support by 100% and improving operational efficiency.

ALGORAND INC. | BOSTON, MA

Technical Product Manager

October 2022 - October 2023

- **Led a key initiative to fully decentralize access to the Algorand network**, eliminating reliance on "trusted" nodes and positioning Algorand as a leading decentralized platform.
- **Optimized Algorand's internal cloud infrastructure, reducing costs by 30%** through Infrastructure as Code (IaC) and process automation.

NEW BALANCE (NB) | BOSTON, MA

Digital Product Manager (Market Expansion)

July 2021 - October 2022

- **Directed the vision and strategic roadmap for New Balance's Market Expansion product vertical**, integrating NB products into third-party marketplaces to unlock a \$500M revenue stream. Directly managed an analyst.
- **Launched and managed New Balance's e-commerce APIs**, achieving p99 uptime and building observability infrastructure to monitor and enhance API service quality.

Digital Associate Product Manager (Product Information)

November 2020 - July 2021

- **Led the build of a Product Information Management (PIM) system and canonical data model** across NA, APAC, EMEA, and LATAM, unlocking \$5M in organizational value and cutting time-to-list by 66%.

ACCENTURE CONSULTING | CHARLOTTE, NC

Lead Product Owner / Product Owner

August 2018 - November 2020

- **Led implementation of an enterprise asset management (EAM) platform**, serving as primary client liaison and driving a \$2MM reduction in operating costs through process automation.
- **Led a 10-person Agile team** managing a 200+ Story Point backlog for a material traceability platform, delivered ahead of schedule and sourcing a \$19M implementation opportunity for Accenture's Utilities practice.

EDUCATION

DUKE UNIVERSITY | DURHAM, NC

Bachelor of Science in Computer Science and Biology

August 2014 - May 2018

- Duke University Scholar Award Recipient

SKILLS & INTERESTS

Skills: Team Leadership, People Management, Strategic Roadmapping, Executive Communication, 0-to-1 Product Launch, DeFi, Blockchain, Agile Methodologies, Cloud Infrastructure, API Design, SQL, Python, Git, Grafana, Databricks

Interests: Art History, Cryptography, Colombian Cuisine, DeFi, Startups, Algorithms