

Francis Kodama

<https://www.linkedin.com/in/kodama>

fk@fkodama.com

Ottawa, Canada

+1 343 297 4778

TECHNICAL PRODUCT LEAD | 20+ YEARS EXECUTIVE LEADERSHIP

EXECUTIVE SUMMARY

Strategic Technical Product Lead bridging 20+ years of executive leadership with hands-on full-stack engineering. Proven track record directing enterprise teams of 100+ at Rapp Collins (Omnicom Group) and managing digital transformation for Peugeot Citroën, Jaguar, and Fortune 500 clients including Walmart and Unilever. Expert at Lean Architecture and AI-assisted development workflows that compress traditional engineering cycles to a fraction of the time. I collapse the distance between executive strategy and architectural execution, translating business vision into shipped products without the information loss that kills roadmaps.

CORE COMPETENCIES

Executive & Cross-Functional Team Leadership
Stakeholder Communication & Executive Alignment
Agile / Lean Product Development
Minimum Viable / Lean Architecture Design
P&L Ownership & Budget Governance
Unit Economics & ROI Tracking

Technical Product Strategy & Roadmapping
Full-Stack Architecture (Next.js, React, Typescript)
AI-Augmented Engineering Workflows
Product Lifecycle Management (Discovery to Scale)
Ecosystem Integration & Vendor Evaluation
Cross-Border Compliance Logic

PROFESSIONAL EXPERIENCE

FKODAMA | Ottawa, Canada - Self-Employed

FinTech Product Architect | Nov 2023 - Present

- Cross-Border Systems Integration: Architected a private full-stack financial management suite (Next.js) tracking nearly 100 assets across 8 exchanges, 2 brokers, and 3 currencies (USD, CAD, BRL), operating in daily production for 2+ years at personal investment scale.
- Encrypted Contingency Architecture: Designed and deployed a live encrypted contingency system with AES-256 encryption across 100% of user entries and an event-driven fail-safe protocol that triggers automated verification checks to confirm system owner activity.
- AI-Driven FinTech Platform: Architected a collaborative household financial management system with a custom transaction parsing engine and rule-based automation that eliminates 90% of manual categorization, delivering real-time multi-user budget alignment with near-zero entry friction.
- Applied AI-assisted product-first engineering principles to compress feature deployment cycles from months to days, shipping four concurrent production systems spanning FinTech, AI-driven automation, encrypted asset management, and modular productivity infrastructure, as sole architect and engineer.

Explore full-stack architecture, system logic, and live products at: fkodama.com

THE LNK | Toronto, Canada (Hybrid) - Full-time Contract

Product Engineer | Aug 2022 - Oct 2023 - www.shopthelink.com | Global Fashion Marketplace

- Leveraged 20 years of product strategy to execute the full-stack migration of a global fashion marketplace, bridging the gap between legacy business requirements and modern React/Next.js architecture.

- Organizational Strategy & Audit: Authored a comprehensive organizational audit for the CEO that identified critical workflow bottlenecks, leading to a company-wide shift in product culture and delivery standards.
- Strategic Immersion: Purposefully pivoted to a hands-on engineering role to master the technical layer, ensuring future leadership decisions are grounded in actual architectural execution.

FKODAMA | Digital Product Consultant | Jan 2021 - Jul 2022 - Strategic Advisory: Provided technical roadmapping and full-stack delivery for boutique brands transitioning to modern web infrastructure.

CIRCUS COMUNICAÇÃO | São Paulo, Brazil - Scaled agency to 26 employees

General Director (co-founder) | Apr 2009 - Oct 2020

- Executive Technical Diplomacy: Translated complex technical roadmaps and product visions into high-impact executive presentations for Fortune 500 stakeholders, ensuring 100% alignment with corporate values and ROI targets.
- Product Velocity Optimization: Engineered and deployed a proprietary digital product development framework that accelerated time-to-market by 20% across all new builds.
- Strategic Product Ownership: Spearheaded the end-to-end product lifecycle, from initial discovery and technical strategy to resource allocation, milestone mapping, and precision backlog grooming.
- Secured Fortune 500 clients including Walmart, Unilever, Speedo, Peugeot, Citroën, Hotels.com, and Gympass, growing agency revenue 15% YoY with a 6/10 RFP win rate.
- Cross-Functional Technical Leadership: Architected the synergy between engineering and design teams to build high-utility solutions that balanced complex user needs with aggressive business KPIs.

OMNICOM GROUP – RAPP COLLINS | São Paulo, Brazil

Client Service Director | Jul 2007 - Apr 2009

- Enterprise Leadership: Directed a 100+ person cross-functional department (Engineering, UX Designers, Copywriters, Product Managers, Media, and Account Strategy) for global brands. Orchestrated multi-million dollar budgets across complex digital product lifecycles.

PEUGEOT CITROEN BRASIL | São Paulo, Brazil

Advertising and Digital Marketing Manager | Jan 1999 - Jun 2007

- Strategic Brand Lead: Managed a 18-person team overseeing the brand's digital transformation and national advertising strategy. Led the launch of the first generation of national web platforms and digital customer acquisition tools.

EDUCATION | FGV | Master of Business Information in Technology, **ESPM** | Master's Degree in Marketing,

UC SAN DIEGO | Certificate Program in Business, **CALIFORNIA STATE UNIVERSITY** | Leadership and Management, **UNISANTOS** | Business Administration and Management.

CERTIFICATIONS | Product Strategy Sprint, **SKILLFUL INC. Canada** - 2022 | Agile Meets Design Thinking,

UNIVERSITY OF VIRGINIA - 2021 | Digital Product Management Leadership, **TERA TREINAMENTOS** - 2021.

LANGUAGES

English - Fluent, **French** - Basic, **Spanish** - Intermediate, **Portuguese** - Native.