

STELIO ROPOKIS

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EXPERIENCE

SPOTIFY 2021 to present

Product Manager, Onboarding & New Format Personalization

July 2021 — Present

- **Strategic leader overseeing 25+ people across two cross-functional teams**, focused on innovating the user journey to enable quick personalization and increase early engagement
- Outlined a **multi-year strategy** for onboarding to audiobooks, including the vision and feature roadmap. Navigated a complex stakeholder network across 4 organizations to execute on the MVP phase. **Significantly improved Spotify's recommendations algorithms for audiobooks** by ingesting reading history from users.
- **Drove +809k subscribers per year** via visual & functional improvements to Spotify's onboarding flows
- **Drove +28% increase in concert ticket purchases** by launching group concert recommendations
- Launched a feature onboarding experience on Spotify's Home tab which resulted in a **2% reduction in Premium cancellations** while also **significantly increasing usage of new features** (such as AI DJ & Blend)
- Re-imagined the **vision & strategy** for enabling kids to access Spotify in a legal & safe way

GRISHIN ROBOTICS 2023 to present

Venture Capital Scout

June 2023 — Present

- Mentored directly by the fund's Partners on **evaluating pre-seed, seed, and series A** investment opportunities
- Cultivated a nuanced understanding of key sectors such as consumer, social, food, health, and hardware

META 2016 to 2021

Product Specialist, Machine Learning & Notifications

Aug 2018 — June 2021

- **Established vision & strategy for notifications on Workplace**, aligning ~15 teams to new product principles
- **Synthesized feedback trends and research** to prioritize user needs and recommend improvements for our machine learning products. Most notably, I spearheaded an update to the email notification algorithm which led to +0.44% Weekly Active Users for workplace.com and a 21% decrease in email volume (truly a 'win-win')
- **Identified the top user issue with Workplace newsfeed** and delivered a UI improvement to distinguish post types that drove a +1.08% increase in post view rate (top-line metric) and increased user satisfaction (surveyed)
- **Managed large cross-functional projects**, including internationalization research and testing in India & Brazil

Product Specialist Intern, Personalized Videos

Summer 2017

- **Synthesized interaction data with user feedback**, using those insights to influence teams to fix critical issues

Data Analytics Intern, Reporting Flows

Summer 2016

- **Redesigned & rebuilt FB's most-used analytics dashboard** to achieve ~50% faster loading & increased stability

STANFORD UNIVERSITY 2017 to 2018

Teaching Assistant, Stanford Graduate School of Business

Oct 2017 — Jun 2018

- **Project managed** the curriculum design for MKTG346:Humor Serious Business & MKTG574:Rethinking Purpose

EDUCATION

Stanford University

Sep 2014 — Jun 2018

B.S. in Symbolic Systems [Computer Science, Psychology, Philosophy, Linguistics]

Academics: **Cumulative GPA: 3.90/4.00**

Roles: **President**, Stanford Hellenic Association

Advising Fellow, Stanford Symbolic Systems Program

Program Management, TEDxStanford

ADDITIONAL INFORMATION

Strengths: cross-functional communication, strategic thinking, tackling ambiguity, problem solving, user empathy

Programming: SQL, C++, Java, C (capstone project: coded a heap allocator with coalescing)

Research: Raised awareness of the diversity within the LGBT community by researching the perception of linguistic features that index homosexuality, particularly the fronted /s/ (2015)

Interests: Neurotech | Formal Logic | Cultural Psych | Pragmatics | Electronic Music | Tennis | Swimming | Cooking