

# JULIAN FIERI DE VITA

DATA PRODUCT LEADER

julianmdevita@gmail.com  
julian.fieri-devita.com  
linkedin.com/in/julian-devita  
github.com/jmdevita  
Boston, MA

## PROFILE

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Data product leader with a track record of standing up self-service analytics, governed data foundations, and AI-powered data products across health tech and global retail — turning complex data into products with clear ownership, measurable quality, and engaged consumers.

## WORK EXPERIENCE

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**Noom** | *Product Manager, Data — B2B lead · 2025–present*

- Own strategy, roadmap, and OKRs for the entire B2B data product portfolio — client reporting, governed data feeds, and self-service analytics for hundreds of enterprise clients.
- Architected the standard client data event feed: the governed foundation every downstream B2B product consumes, with defined ownership and quality standards.
- Direct 6–8 engineers and set analyst-team priorities, negotiating roadmap trade-offs with VPs across Product, Engineering, and Customer Success.
- Leading the conversational analytics initiative — data readiness, evaluation frameworks, and human-in-the-loop standards for responsible GenAI delivery.
- QBR production automated end-to-end, supporting renewals worth millions in ARR.

**New Balance** | *Product Owner, Global Data Platforms · 2023–2025*

- Defined the operating model for global self-service analytics and led the worldwide Power BI rollout — 130+ high-usage reports within six months of go-live.
- Spearheaded the MADE Innovation Hub in Snowflake, delivering near-real-time manufacturing data while cutting daily BI capacity usage from 40% to under 3%.
- Partnered with Enterprise Data Governance, Global Finance, and IT to standardize enterprise metric definitions across domains.
- Self-service capability that reduced reliance on the central data team — with governance, not despite it.

**Artera** | *Product Analyst → PM II, Data Products · 2021–2023*

- Managed end-to-end development of a self-service analytics product for B2B healthcare clients — eliminating recurring performance degradation for sustained zero-downtime months.
- Automated 400+ user-administration workflows, cutting implementation from 2–3 weeks to same-day and saving \$100K in overage fees.
- Owned data insights for the ChatAssist AI team, building the product dashboard showcased at the HIMSS conference.
- Mixpanel ETL load time cut from 2.5 hours to 15.6 seconds.

## SKILLS

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### Languages & APIs

Python, SQL, R, REST APIs

### Data platforms & BI

Snowflake, Databricks, Looker, Power BI, AWS, Dataiku, Alation, Matik

### Ways of working

Jira, Confluence, Notion, Figma, Salesforce, Agile/quarterly planning

## AI ENABLEMENT

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LLM-powered analytics delivery: data readiness, evaluation frameworks, human-in-the-loop review, and monitoring for responsible GenAI products.

## AWARDS

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Person of the Quarter, Noom Commercial Team (Q2 2026)

Artera Value Award (2022), one of six awarded company-wide

University Award of Distinction (2018)

## EDUCATION

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University of California, Santa Barbara  
B.S. Biopsychology