

MAX OROZCO

SENIOR PRODUCT MANAGER

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1019 SENTINEL AVE
LOS ANGELES, CA 90063

Senior Product Manager leading R&D for Global Red Bull Digital Products. 2x Emmy nomination for Immersive pieces. Leading agile team of in-house Eng, Design, QA, etc (Jira). Internal expertise working directly with tech partners: Apple, Amazon, Unity, Meta, Qualcomm, and more.

PROFESSIONAL EXPERIENCE

- 2021 - 2024 **Red Bull, Los Angeles, CA**
Senior Product Manager -Emerging Technology
Leading all Research & Development for Red Bull Digital Products
Direct line of communication to Senior Leadership and Executives
Primary Product Lead on Red Bull TV for Apple Vision Pro (included at product launch)
Managed research & development engineering team to deliver consumer facing products including, VR, AR, Voice, Web3, Computer Vision, Gen AI, Synthetic Media
- 2018-2021 **Lumeum Inc. , Los Angeles, CA**
Product Manager/ Applied Research
Product Manager for immersive technology medical simulation. Lead Agile team of Developers, Designers, UX Research, Clinical Specialists on prototyping, testing, and launching biosensing medical product.
- 2021- 2021 **Espronceda - Institute of Art and Culture, Barcelona, Spain**
Technical Mentor
IMMENSIVA is an international residency and platform for artists and creatives working in technologies such as VR, AR, OpenCV, WebXR, and AI. Technical mentor for group of creators from Milan, Paris, London, Helsinki, Rotterdam, NYC, Los Angeles and more.
- 2016-2018 **USC Institute for NeuroImaging and Informatics, Los Angeles, CA**
Project Specialist
Neuroscience Research Manager of various neuroimaging research initiatives.
Report to Principle Investigator and meet timetables of research goals.
Manage 15+ Research Associates working on big data research initiative.
Coordinate regulatory requirements and facilitation of documentation.
Maintenance of databases and development of data processing pipelines.
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EDUCATION

MSc Integrated Design, Business and Technology
University of Southern California (2017-2020)

BA Psychology
University of San Francisco (2004-2008)

INDUSTRY AWARDS

Best Location Based Experience, Augmented World Expo - (2022) The Edge: Matterhorn

Emmy Nomination (2024) Erzbergrodeo AR
Outstanding Digital Innovation

Oculus Launchpad (2019)

Emmy Nomination (2022) Rampage AR
Outstanding Interactive Experience - Event Coverage

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