

Sally Kellaway

Senior Product Leader — Consumer Platforms & Games

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PROFESSIONAL SUMMARY

Senior product leader with 7 years building consumer platforms and applied AI at **Apple** and **Microsoft**, with deeper roots in the games industry at *SEGA Studios Australia*, *Firelight Technologies*, *Zero Latency VR* and *OSSIC*. Combines consumer-platform scale — influencing cross-functional teams of 50–200+ engineers across 8+ platforms without formal authority — with a games industry foundation in developer ecosystems, live immersive systems and creator partnerships. Recent impact includes raising Siri first-use availability from **83% to 99%** ahead of a major product launch, and driving a **5x increase** in daily usage of a GenAI feature in Microsoft Dynamics 365 within two months.

Based in Rio de Janeiro and completing the **INSEAD Executive MBA** (GEMBA, in progress) to deepen commercial and P&L judgement. Returning to the games industry to apply the operational rigour and user obsession built across two of the world's most demanding consumer technology companies.

EXPERIENCE

Manager, Engineering Program Management — Apple · Siri Runtime Platform · Jul 2025 – Present

- Reframed Siri first-use availability as a cross-org reliability metric, elevated it to an executive-level KPI without formal mandate, and led the programme that raised it from **83% to 99%** ahead of a major product launch.
- Lead a team of **3 PMs** and influence **60 engineers** across Design, Marketing, Legal and partner engineering organisations to deliver Siri platform technologies on concurrent product releases.
- Defined end-to-end roadmap for Siri first-use availability features, balancing new features, quality improvements and internal tooling against a fixed ship date.
- Drive executive-level tradeoff and prioritisation decisions, surfacing risk and aligning stakeholders at key milestones.

Manager, Engineering Program Management — Apple · Vision Product Group Algorithms · Aug 2024 – Jul 2025

- Led a team of **5 PMs and 120 engineers** to ship **3 WWDC 2025 AI feature launches** across the Vision Product Group, managing 20+ concurrent algorithmic initiatives and influencing 3+ future hardware programs.
- Shaped AI development and data-collection strategy within VPG by educating program leadership and influencing prioritisation across algorithmic and data workstreams.
- Introduced workflow analysis and process improvements driving efficiency and transparency across platform development.

Engineering Program Manager — Apple · Audio for Vision Pro · Jul 2023 – Aug 2024

- Defined roadmap and strategy for developer-facing Audio APIs and frameworks on visionOS, aligning stakeholders across multiple organisations and presenting to leadership regularly.
- Introduced developer research and telemetry analysis into program planning, connecting engineering decisions to developer adoption signals for a 20-person engineering team.
- Partnered with Apple's privacy team to ensure Audio API and policy development met platform standards.

Senior Product Manager — Microsoft · Copilot Applied AI · Aug 2021 – Jul 2023

- Revitalised an underperforming GenAI email feature in D365 Marketing by leading cross-functional analysis across PM, ML, design and engineering, driving a **5x increase in daily usage within two months**.
- Shipped Marketing Attribution in D365 Marketing and Resource Scheduling Optimization in D365 Field Service, integrating real-world feedback from 20+ enterprise customer calls into the product roadmap.
- Unified engineering, data science and design teams across business units to deliver AI experiences at scale.

Senior Designer / Design Lead — **Microsoft** · 2018 – 2021

- Shaped AI-driven UX across Dynamics 365 products, blending user research, design strategy and product thinking to deliver enterprise features.

Creative Director — **OSSIC** · 2017 · 3D audio hardware startup building smart headphones; funding ceased in 2017.

- Established the **OSSIC Developer Program from scratch**, securing **20+ partners and collaborators** to build an immersive audio content ecosystem ahead of hardware launch.
- Led business development, community engagement and external-facing support strategy.
- Represented the company at **15+ international conferences**, scaling early-adopter awareness and gathering product feedback ahead of launch.

Audio Director — **Zero Latency VR** · 2016 – 2017 · Location-based free-roam VR company with 75+ sites globally.

- Delivered immersive audio systems powering **75+ globally franchised VR entertainment sites**.
- Operated across the full product lifecycle of a live-operated, franchised entertainment product — software, hardware and on-site delivery.
- Introduced Agile processes across cross-functional game and hardware development teams.

Product Evangelist — **Firelight Technologies** · 2014 – 2016 · Developers of FMOD, industry standard interactive audio SW.

- Grew global adoption of FMOD across AAA, indie and mobile game publishing by building educational content, SDK documentation and developer feedback programs.
- Represented Firelight at dozens of industry events and conferences, driving adoption through storytelling and hands-on technical demos.
- Led developer-community engagement across PC, console and mobile game publishing contexts.

Audio & Animation roles — **SEGA Studios Australia** · early 2010s

- Early-career creative and technical roles at SEGA's Australian studio, contributing to work including motion-capture systems for the London 2012 Olympics video game.

SKILLS

Product Management & Publishing: End-to-end product lifecycle · Roadmap definition · Cross-functional delivery · Developer ecosystem building · Launch readiness · Live-operated product delivery

Leadership & Influence: People management · Executive stakeholder alignment · Leading without formal authority · Cross-organisational program management

Data & Decision-Making: Telemetry analysis · User research · KPI definition · Customer feedback integration · Prioritisation under constraint

AI / GenAI: Claude Code and other GenAI tool · GenAI feature delivery · Applied AI product management

Games Industry Foundations: Game development ecosystem · Location-based VR operations · Developer relations at engine & hardware companies · Creator partnerships

Languages: English (native) · Portuguese (developing)

EDUCATION

INSEAD Executive MBA (GEMBA, in progress) · *Global Executive MBA*

Electives include: Financial and Managerial Accounting · Corporate Finance · Strategy and Marketing

Master of Design Science (Audio and Acoustics) · *University of Sydney, 2014*

Admitted to the Dean's List for Academic Excellence. Research focus on Auditory Localisation in Virtual Auditory Displays

Bachelor of Music Technology (Honours) · 2009

Honours research on Adaptive Game Audio workflows.