

Sally Kellaway.

PRODUCT & PROGRAM LEADER, AI

I build AI that earns trust – technology that increases human agency rather than replacing it.

BASED	RESIDENCY	EMAIL	PHONE	LINKEDIN · WEB
Rio de Janeiro, BR	Brasil & USA	s.a.kellaway@gmail.com	+55 21 997 97 1471	/in/sallykellaway · oisally.com

83→99%	5×	120
SIRI AI FIRST-USE AVAILABILITY REFRAMED AS AN AMBIENT INFRASTRUCTURE RELIABILITY KPI; RAISED ACROSS 8+ CONSUMER PLATFORMS	DAILY GENAI USAGE ON A REVITALISED GPT-POWERED D365 FEATURE WITHIN 2 MONTHS	ENGINEERS INFLUENCED DAILY WITHOUT FORMAL AUTHORITY – ACROSS 3 PROGRAM MANAGERS AND 60-120 ENGINEERS ON SIRI AI RUNTIME

§ 01

Experience

APPLE

Jul 2023 – Present

Lead Engineering Program Manager, Siri AI Runtime Platform

JUL 2025 – PRESENT

- Raised Siri AI first-use availability from **83% to 99%** — identified first-use availability as a north star metric without formal mandate, defined the KPI and drove the cross-org development strategy, and led delivery for the launch of Siri AI.
- Strategic product and program partner to Engineering Director — arbitrates priorities between platform and stream-aligned squads, translates ambiguous goals into prioritised roadmaps, and surfaces execution risk early to executive stakeholders.
- Drives product and delivery priorities across Siri AI's Runtime Platform — shipping across all platforms (iOS, macOS, watchOS, tvOS, visionOS), setting priorities across 3 active release trains and 60–120 cross-functional team members (engineering, design and quality).
- Building a program-intelligence system that synthesises bug tracking and program docs into executive-ready artifacts — health scoring, risk detection and burndown projections that turn raw operational data into clear decisions — already saving 40+ hours of manual program reporting.
- Leads a team of 3 PMs; recruited a new EPM for companion device architecture and coached a direct report into a new machine learning / GenAI capability area.

APPLE

Aug 2024 – Jul 2025

Manager, Engineering Program Management – Vision Product Group Algorithms

AUG 2024 – JUL 2025

- Led delivery of **3 WWDC 2025 AI feature launches** (Apple Worldwide Developers Conference) across the Vision Product Group, managing 5 PMs and 120 engineers across 20+ concurrent algorithmic initiatives.
- Shaped AI feature development strategy within VPG — influencing machine learning model prioritisation, data-collection investment, and AI product goals communicated to program leadership.
- Supported a high-performing PM to promotion within one year; attracted an EPM shadower who subsequently transferred into a full EPM role.

APPLE

Jul 2023 – Aug 2024

Engineering Program Manager – Audio for Vision Pro

JUL 2023 – AUG 2024

- Drove the product vision and developer strategy for RealityKit audio APIs on Apple Vision Pro — establishing a cross-team tiger team that delivered a **WWDC 2024 session on spatial audio** (Apple Worldwide Developers Conference).
- Conducted product discovery with 6+ external developer partners (Berlin Orchestra, Dear Reality, HalfBrick, Lowe's, Jigspace) — translating user research and Vision Pro launch data into feature prioritisation decisions.

MICROSOFT

2018 – Jul 2023

Senior Product Manager – Copilot Applied AI

AUG 2021 – JUL 2023

- Revitalised an underperforming large language model (LLM) email feature in D365 Marketing through rapid cross-functional iteration — driving a **5× increase in daily usage within two months**.
- Shipped Marketing Attribution (D365 Marketing) and Resource Scheduling Optimisation (D365 Field Service), integrating feedback from 20+ enterprise customer calls into the product roadmap.
- Unified engineering, data science and design teams across business units to deliver AI product experiences at scale for Customer Insights, Sales, Marketing and Field Service on the Dynamics 365 platform.

§ 01 · CONT.

Experience

MICROSOFT

2018 – Jul 2023

Senior Designer / Design Lead

2018 – 2021

- Shaped AI-driven UX and product strategy across Dynamics 365 products (Audio, Mixed Reality and Web), grounding product decisions in user research and design thinking.

OSSIC

2017

Creative Director

2017

- Built the OSSIC Developer Program from the ground up for a 3D audio hardware startup — securing **20+ industry partners**, representing the company at 15+ international conferences, and leading business development and community strategy before a single unit shipped.

§ 02

Earlier · Games & immersive audio

AUDIO DIRECTOR

Zero Latency VR 2016 – 2017

Delivered immersive audio systems across 75+ globally franchised VR entertainment sites; introduced Agile practices across game and hardware teams.

PRODUCT EVANGELIST

Firelight Technologies (FMOD) 2014 – 2016

Grew global adoption of the industry-standard FMOD audio engine through developer education, SDK documentation and community building.

JUNIOR AUDIO DESIGNER
& AUDIO ASSISTANT

The Creative Assembly / SEGA Studios Australia 2009 – 2012

Audio design, implementation and motion-capture work across multiple titles, including the London 2012 Olympics video game.

§ 03

Skills & Education

PRODUCT & PROGRAM
MANAGEMENT

Product strategy · Product vision · Product discovery · Product roadmap definition · Backlog management · Cross-functional delivery · Launch readiness · Agile (dual-track)

LEADERSHIP & INFLUENCE

People management · Stakeholder management · Executive stakeholder alignment · Leading without formal authority · Cross-organisational program management · Workshop facilitation

DATA & DECISION-MAKING

Product analytics · Telemetry analysis · User research · KPI / OKR frameworks · North-star metric definition · Customer discovery · Prioritisation

AI / MACHINE LEARNING

Generative AI · LLM product delivery · Agentic workflows & AI agents · Applied AI product management · Machine learning platform infrastructure · Prototyping with AI tools (Claude, Copilot, Apple Intelligence models)

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: Auditory Localisation in Virtual Auditory Displays.

Bachelor of Music Technology (Honours) Griffith University, 2009

Honours research on Adaptive Game Audio workflows.

PERSONAL BUILDS

Agentic job search pipeline

Multi-tool workflow (Claude · Node.js · Python · Notion MCP) automating job research, CV customisation and polished PDF export end-to-end.

oisally.com with several case studies

(Claude Code · Astro · Vercel) Professional website with interactive case studies.

INSEAD Cohort hub

(Claude Code · Astro · Supabase · Vercel) Community hub for my cohort — social calendar and voting, secured via OTP.