Mark Guzman, CIPM, PCC

Senior Technical Program Manager – Privacy, Security, & AI Systems

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Contact information

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Professional summary

Technical Program Manager with over 12 years leading cross-functional programs in privacy, security, and AI/ML. I focus on building secure-by-default systems and scalable data pipelines that help teams ship trustworthy, high-impact products. My work blends technical program management with thoughtful product thinking, centered on usable tooling, clear communication, and intuitive system design.

I am known for creating environments where teams can solve complex problems with clarity and confidence. I prioritize structure, accountability, and strong cross-functional partnerships, and I support teams through clear decision-making frameworks and early risk identification. My programs aim to strengthen compliance, reliability, and the overall customer and developer experience.

Above all, I care about earning trust, supporting growth, and designing programs that make technology safer, more transparent, and more human. I value roles where meaningful impact meets technical complexity, and where collaboration and shared purpose drive long-term progress.

Employment history

AIML Senior Product Manager, Privacy Enablement

Apple, Seattle, WA — Aug 2021 - Present

- Partnered across AIML engineering, data science, and privacy to design compliant and secure data flows for ML training and evaluation, ensuring adherence to Apple privacy standards and reducing regulatory and data protection risk.
- Coordinated roadmap execution for cross-functional AIML initiatives, delivering privacy-preserving ML features for iOS and macOS at scale while aligning teams on secure-by-default design, data minimization, and responsible use of user data.
- Built alignment with Siri and Search stakeholders through early engagement on system architecture, clear milestone tracking, and structured risk reviews, strengthening governance for data use, model behavior, and dependency management across organizations.
- Improved ML quality and reliability by leading annotation and evaluation strategies with Data Engineering and Operations partners, defining metrics and experimentation approaches that balanced model performance, user protection, and compliance requirements.
- Led the design and rollout of an on-device, privacy-preserving measurement platform using privacy-aggregated identifiers, enabling deeper visibility into user engagement while maintaining strict access controls, data protection safeguards, and compliance with internal and external privacy expectations.

Staff Technical Program Manager

Aurora Innovation, Seattle, WA — Jan 2021 - Aug 2021

- Drove alignment across perception and platform teams through streamlined program management skills for roadmap tracking, scope changes, and backlog management, ensuring consistent execution across workstreams.
- Demonstrated analytical thinking and problem-solving skills while managing shifting priorities post-acquisition, enabling Aurora to meet its first OKRs ahead of schedule.
- Facilitated collaboration, teamwork, and conflict resolution during post-acquisition integration, helping the organization achieve its first company-wide OKR ahead of schedule and strengthening cross-team momentum.
- Partnered with data science and annotation operations to define evaluation pipelines and human-in-the-loop labeling strategies for machine learning and artificial intelligence programs, directly improving model quality and performance.

Senior Manager, Technical Program Manager

Uber ATG, Seattle, WA — Jun 2019 - Jan 2021

- Championed end-to-end Machine Teaching data delivery, partnering with research on natural language processing (NLP) and multimodal AI, and applying strong quality assurance practices to streamline processes and improve data quality.
- Directed product and system architecture initiatives, integrating security, labeling, and data lifecycle strategies across LiDAR, 2D, and metadata to scale machine learning and artificial intelligence platforms.
- Led cross-functional teams through the full technical project lifecycle, applying strong program and project management skills to ensure consistent execution, risk mitigation, and on-time delivery.
- Managed and developed a high-performing team of 12, demonstrating strong leadership expertise and executive leadership while overseeing training and adoption for 2,000+ global users, and aligning operations with organizational strategy to maximize social impact and employee growth.
- Committed to organizational excellence, driving product strategy alignment with long-term roadmaps and delivering a 30% increase in project capacity, a 20% boost in employee satisfaction, and founding a leadership-focused Toastmasters chapter.

Director of Customer Success

Mighty AI, Seattle, WA — Feb 2017 - Jun 2019

- Led strategic client planning and contract negotiations, contributing to $2M+ in new bookings and a 20% increase in client retention within six months.
- Acted as primary customer liaison, leading onboarding, support, and engagement strategies that boosted conversion and long-term partnerships across industries like e-commerce, retail, and tech.
- Partnered with product marketing to align messaging and feature rollouts with client needs, accelerating adoption and improving product visibility.
- Scaled technical teams by mentoring 10+ Technical Account Managers and QA Analysts, doubling individual project capacity through targeted process improvements.
- Recognized as a product and customer expert, driving KPI definition, elevating customer experience, and earning two rapid promotions for leadership and impact.

Senior DevOps Engineer

Slalom Consulting, Seattle, WA — Aug 2015 - Feb 2017

- Spearheaded the end-to-end development of an internal portal for a global private foundation, boosting operational efficiency and access. Also led hybrid Exchange migrations, resolving critical issues and defining support strategies to ensure seamless transitions.
- Delivered cloud architecture workshops at AWS, educating clients and internal teams on best practices and emerging technologies. Authored widely adopted AWS playbooks to standardize cloud deployments and streamline consulting operations.
- Collaborated directly with AWS on data testing and feature development, influencing three new services launched at AWS re:Invent 2016. Supported pre-release initiatives and contributed to product innovation through close partnership.
- Drove operational excellence and service reliability, guiding DevOps teams on compliance and maintaining 99.99% site uptime. Earned a fast-tracked promotion to AWS & DevOps Engineering Specialist after generating $1.3M in client revenue as part of a high-performing launch team.

Education

Master's of Science in Computer Science

Georgia Institute of Technology, Atlanta, GA — Mar 2025 - Present

Master of Arts in Psychology, Concentration in Industrial/Organizational Psychology

Purdue University, West Lafayette, IN — Dec 2023

- Graduated with 3.93 GPA

Master of Science in Computer Information Systems, Concentration in Security

Boston University, Boston, MA — Jan 2016

Bachelor of Arts in Business Administration, Accounting major, MIS minor

Washington State University, Pullman, WA — Dec 2011

Additional information

Certifications

- Project Management Professional, PMI, License 1883414
- AWS Certified Solutions Architect – Associate, AWS Certified Developer – Associate, AWS Certified SysOps Administrator – Associate
- Associate Certified Coach (ACC), ICF
- Certified Information Privacy Manager (CIPM), IAPP

Community Involvement

- Board Member/Principal Product Manager at Believe in Me – Seattle, WA
- Advisory Board Member - Washington State University
- Cougs 4 Kids - Washington State University
- Vice President at Youth Environmental Awareness – Seattle, WA
- Founder - ManKind - Men's Emotional Awareness and Success Group