

MICHAEL ZAIC

Principal TPM & Program Leader

NYC Metro | me@mikezaic.com | linkedin.com/in/mikezaic

SUMMARY

Principal-level Technical Program Manager with 17+ years building and scaling mission-critical platforms and organizations. Led Meta Horizon Engine platform launch powering Connect 2025 across 20+ teams. Track record of stepping into high-ambiguity, high-stakes programs and building the execution systems - war rooms, governance frameworks, and cross-org operating models - that turn chaos into predictable delivery. Commander (O-5) in U.S. Navy Reserve leading large distributed organizations under operational pressure.

EXPERIENCE

Meta | Senior Technical Program Manager, Horizon Experiences

Apr 2024 – Present | NYC

Principal TPM for Meta Horizon Engine (MHE) - the platform powering worlds across Meta devices and key to Connect 2025/2026 roadmap. Own cross-org delivery across 20+ engineering, product, infrastructure, and content teams.

- Program-led end-to-end MHE launch for Connect 2025: thousands of concurrent users at 72 FPS with near-100% hitch-free keynote performance
- Built canonical program structure - DRI syncs, dashboards, VP-level reviews, war rooms, dependency tracking - creating single source of truth for one of Meta's most complex programs
- Initiated Stability War Room when deliverables were at risk; enforced 24-hour UBN SLAs and burned down 700+ blockers to deliver Alpha and Soft Launch on time
- Restructured fragmented portfolio from 7 unaligned tracks into 4 strategic pillars, creating clear ownership and faster execution
- Defined 2026 technical/execution strategy, aligning 10+ teams on PO readiness, launch gates, and unified roadmap for GA and Open Beta
- Led cross-org Worlds on MHE Performance Summit (50+ global engineers/leaders), establishing standards now tracked weekly across multiple teams

Meta | Senior Technical Program Manager, Reality Labs Trust

Dec 2022 – Apr 2024 | NYC

Senior TPM for Reality Labs Privacy Infrastructure, owning cross-stack execution for purpose limitation and Digital Markets Act (DMA) regulatory readiness.

- Program QB for RL DMA readiness: led cross-org boundary separation and remediation to meet EU regulatory deadlines
- Built privacy event tagging system that cut engineering effort 50%+, saving thousands of hours per half across RL
- Owned RL-wide data boundary separation: took online and backend stacks from yellow → green, pulling timelines in by months
- Created canonical execution frameworks (Project Execution Plans, dashboards, operating rhythms) adopted as RL Trust standard

Meta | Technical Program Manager, Reality Labs VR Store

Jan 2022 – Dec 2022 | NYC

- Delivered \$3.4M+ realized revenue in 2022 and \$19–22M forward impact through funnel optimization and experimentation
- Built attribution for 11M Quest users, unlocking \$12M ad spend → \$4M incremental TPV; largest Quest Store install quarter in history
- Led React Native and in-app purchase migration under device launch risk, coordinating Engineering, Data, and Leadership

Wild Sky Media | SVP, Engineering & Product

Feb 2019 – Aug 2020 | NYC

- Led global engineering and product organization (US + Thailand) supporting consumer brands reaching millions of users
- Launched Mom.com; rolled out unified CMS platform across portfolio
- Cut \$100k+ annual infrastructure costs (20%+ hosting reduction) through autoscaling and architecture optimization
- Drove ~30% yield increase on legacy properties by optimizing ad stack and delivery pipeline

CafeMedia | SVP / VP of Engineering

2011 – 2018 | NYC

- Scaled from Director → VP → SVP; ran 25-person global engineering org across 6 owned brands and AdThrive ad network (1,900+ sites)
- Delivered platforms reaching 100M+ monthly users; built unified execution and prioritization system for engineering
- Led AdThrive acquisition integration, scaling engineering to support 1,200+ external content creators

Earlier Career | Founder & Executive Roles

2005 – 2010

Founded MusicVideoCodes.com (acquired by Bolt Media). President/GM roles at WikiYou and Bolt Media properties. Built and scaled consumer products to millions of users.

ADDITIONAL LEADERSHIP EXPERIENCE

U.S. Navy Reserve | Commander

2008 – Present | 18 years

Senior leader supporting U.S. European Command (EUCOM) and U.S. Central Command (CENTCOM). Fast-tracked through Executive Officer → Director → Commanding Officer roles.

- Early, below-zone promotion to Commander - one of first two intelligence officers ever selected for below-zone promotion in the Navy Reserves
- Selected as Commanding Officer and CENTCOM Reserve Director of Intelligence (Dec 2025), accountable for mission delivery across multi-site joint organization
- Executive Officer for 60-person joint organization: built operating models, dashboards, and execution cadences driving 90%+ readiness and top-3 regional performance
- JRISE Director: led large-scale joint exercises and live operations coordinating dozens of teams across US and Europe
- Built leadership pipeline with 400% increase in qualification progress; transformed talent-constrained unit into sought-after assignment

EDUCATION

New Jersey Institute of Technology

M.S. Information Systems | B.S. Computer Science (Minor: Statistics)

SELECTED PUBLICATIONS & SPEAKING

The WOSP Model: Balanced Information System Design and Evaluation (*CAIS, Journal*)

How We Survived Hurricane Sandy (*Velocity NYC 2013, Conference Talk*)

Line Bias: Exploiting Gambling Line Data (*Strata London 2013, Conference Talk*)

How To Survive A Tech Transition (*Forbes*)

Tech Leadership Tips From A Soccer Manager (*Forbes*)