Joseph Cera

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Staff Product Manager, AI Voice at Pearl

15 years of product management across AI services, data products, and startups. I run AI Voice at Pearl and took an AI computer-use product from concept to internal launch. Outside work I build and host my own AI products on a home GPU lab.

Experience

Pearl / JustAnswer Staff Product Manager, AI Voice

Oct 2022 to present. Staff since Mar 2026

- Run AI Voice at Pearl. Customers rate the service 84% helpful. Previously led Labs work on computer use, browser automation, scheduling, and expert handoff.
- Took Kai Computer from concept to internal launch. Captured live status, video, logs, and commands so reviewers could see where multi-step agent sessions stalled.
- Defined how we measure whether AI sessions finish the job and hand off cleanly to human experts, and used the failures to decide what shipped. Launched AI Answer Review, where experts verify AI answers.
- With a 13-person engineering and design team, ran demand tests and multivariate experiments on a 35M MAU consumer surface, and shipped phone billing that added $10M in annual revenue.

Adore LLC Founder, independent products

Side company, ongoing

- Built and shipped 60+ products and experiments. They include pingpong, where five AI models check and refine one answer, and Ellis, an AI agent that books and runs tech support calls.
- Moved my code hosting, deploys, and everyday model use onto a GPU lab I run at home.

Oracle Senior Product Manager, Connected TV Analytics

May 2019 to Apr 2021

- Owned analytics products that processed billions of CTV ad impressions a month. They contributed to $15M ARR.
- Built a detection pipeline that exposed a large CTV ad fraud scheme. Represented Oracle in IAB Tech Lab standards work.

Earlier

2011 to 2018

- Conde Nast: PM for a 26-brand platform with 110M monthly uniques. Cut W Magazine page-start render from 4.0s to 1.9s.
- Financial Times: launched FT on Flipboard, the app's first paid news subscription, with $1M+ first-year revenue.
- Carbonite: UX Researcher, promoted to Product Manager.

Education and service

Cornell Tech MBA, STEM / Tech MBA, 2022. Industry Advisor, Product Studio, 2026

Indiana University BS Informatics, 2011