

Luis Gálvez

Founder & CEO

San Francisco Bay Area | [LinkedIn](#) | [luisfgalvez.com](#)

Product and innovation leader who helps teams see what they actually want and clear the path to get there.

EXPERIENCE

Founder & CEO, iOS and macOS Developer Jan 2024 — Present
Seedling, Inc. *San Francisco Bay Area*

Building products at the intersection of human intent and AI capability. Developing a multimodal medium for human-AI interaction focused on solving the intention problem.

Global Head of Digital Product & Innovation Jan 2021 — Jan 2024
IKEA *39 countries*

Ran all digital and innovation across IKEA stores in 39 countries, including apps, screens, kiosks, checkout, wayfinding and range exploration. Led products behind €3 billion in revenue and cost savings with double-digit NPS lift. Built the IKEA Experience Lab to compress prototyping timelines from 6-18 months to hours, unified in-store innovation across countries, and mentored four people into leadership roles.

Partnerships & Innovation, New Ventures and Innovation Jan 2015 — Jan 2021
Target *Remote*

Launched Target's in-store digital platform across 800+ stores with 6-19% sales increase. Maintained 99.96% uptime while managing device deployment and licensing with IT. Created a multi-billion dollar in-store ad platform strategy tested with Google. Unified fragmented store digital initiatives into a cohesive vision by building a full-size cardboard mock store for testing with real customers.

EDUCATION

UC Davis
B.S. Philosophy and Economics

PROJECTS

In-store innovation and prototyping facility, IKEA Experience Lab
Built a full mock store within an IKEA location to test and validate new store concepts. Unified all in-store innovation across countries through a single pipeline, allowing best ideas to move directly into product teams. The model scaled across IKEA's global innovation efforts.

Unified iPad-based digital system for 800+ retail locations, Target In-Store Digital Platform
Started with three crowdfunded products on iPads in a single store and scaled into a company-wide platform across 800+ locations. Eliminated fragmented screen implementations by establishing one digital vision across research, technology, operations and marketing. Built and tested core experience in a full-size cardboard mock store.

Partner platform and ecosystem for connected home products, Target Internet of Things Platform
Developed Target's IoT partnership framework and pipeline. Led conversations with major tech companies and managed a network of startup partners. Created the foundation for Target Open House, a retail community space and showroom for connected-home innovation.

Retail community space for connected-home products and startups, Target Open House
Co-founded a dedicated store and community space to showcase and test connected-home products. Gathered customer feedback and validated concepts that informed connected-home strategy across Target's nationwide store network.

SKILLS

Product Strategy · iOS Development · macOS Development · Digital Innovation · Retail Technology · In-Store Digital · IoT · Partnerships · User Research · Team Leadership · Device Management · Analytics · User Experience · Prototyping · Multimodal Design · AI/ML Integration · Spanish · English