Federico Lara is the Field CTO at New Relic and Business Observability Leader. He invented Pathpoint, the industry's first Business Observability Application, and defined "Metric Monetization" as the ultimate result of proper Business Observability.

Lara has worked with IBM, Coca-Cola, and MIT Media Lab, among others, and was previously CTO at FedEx Cross Border, responsible for global e-commerce technology development and new product initiatives. An active member of various organizations, including NY Tech Alliance, Startup Weekend, and BBVA Open Talent, Lara is an avid supporter of the developer and startup community.

He holds a Music Business and Technology degree from Berklee College of Music and studied Finance and International Business at Harvard.