

// PRODUCT_LEADER · AUSTIN_TX



KEN JACKSON.

HEAD OF PRODUCT / AI-NATIVE BUILDER / 0→1 SAAS

Product and engineering executive. **20+ years** leading **AI, fintech, and SaaS** orgs from 0→1 to scale. Built platforms serving **100K+ subscribers** and **50K+ merchants on \$4B+ GMV**. Owned a **\$5M+ P&L** and led **35+ person** teams. Engineer-turned-PM who builds with AI, not just directs teams that use it. Strategy into shipped product. Engineers into believers.

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IMPACT

// SELECTED OUTCOMES

100K+

ACTIVE SUBSCRIBERS · MOBILE & WEB

50K+

SAAS MERCHANTS · \$4B+ ANNUAL GMV

50 states

+ 15 COUNTRIES · LAUNCHED IN 60 DAYS

5

0→1 SAAS PRODUCTS TO MARKET IN ONE YEAR

01 EXECUTIVE EXPERIENCE

DEC 2021 - PRESENT

Founder & Principal Product Leader

► Lvl Up Agency LLC · Product & AI Advisory

AUSTIN_TX

Fractional Head of Product for AI, fintech, and SaaS companies. Own strategy, roadmap, and delivery from C-suite to production. Built a practice that has delivered **10+ engagements** across **\$2M+** in client revenue.

- **AI Lazaza.ai (GenAI / AdTech)**. Owned product strategy for an agentic AI ad-generation platform spanning Meta & Google. Defined the prompt architecture and GenAI tooling stack (DALL-E, Stability AI, ChatGPT). Reframed go-to-market around **~80% iteration-time compression** for media buyers.
- **AI Federal Infrastructure / Inertia Labs (GovTech)**. Principal product architect across 2 parallel workstreams supporting a Tier-1 cloud provider's data-center operations. Co-authored the SOW, C-suite visual roadmap, and **~\$478K program strategy**. Quantified **120 hrs/week (~6,240 hrs/yr)** of recoverable manual effort. Established an AI-amplified product operating model. generating exec-grade architecture, security, and program artifacts at velocity traditional resourcing cannot match.
- **Yachtly (Fintech / Marketplace)**. Owned product and partner relationships across legal, compliance, and offshore engineering to ship a **Stripe Treasury** escrow + funds-flow platform that unblocked marketplace transactions.
- **Homeowner.ai (PropTech)**. Defined product strategy, MVP scope, and partner-onboarding automation that powered the regional pilot launch.
- Shipped **8+ production MVPs in 8-12 week cycles** with distributed teams. Instrumented analytics and stakeholder reporting that founders use to defend roadmap with their boards.
- **AI Cipher (Personal AI Life OS)**. Solo-built production AI-native app on Next.js, TypeScript, Supabase, Vercel. **273 API routes**, autonomous agent loops, WAL-based memory protocol, iMessage and Telegram integration, n8n automation. **500+ build sessions shipped**. Proof I build with AI, not just direct teams that use it.

■ HOW I OPERATE

AI-Native Strategy

Prompt architecture, model selection, AI-amplified delivery.

0→1 to Scale

Discovery and MVP through billion-dollar GMV maturity.

Technical Judgment

Two decades as an engineer. Decisive on architecture trade-offs.

Team Builder

Built 30+ person product & eng orgs across onshore, nearshore, offshore.

■ AI & TECH STACK

GenAI Strategy

Prompt Architecture

Agentic Systems

OpenAI / GPT

DALL·E

Stability AI

Claude

RAG · Embeddings

API-First

Microservices

AWS / GCP

React · Node · Python

Stripe Treasury

Mixpanel · SQL

CI/CD

OCT 2019 - SEP 2021

VP of Engineering & Acting Head of Product

▶ Camp Gladiator · Consumer Fitness Platform

AUSTIN_TX

Owned product & engineering for a **100,000+ subscriber** consumer fitness platform. Led an 18-person org (12 onshore, 6 nearshore) and partnered with the CEO and exec team through a category-redefining COVID pivot.

- › Captured TAM expansion across **50 states + 15 countries** by launching a brand-new virtual fitness product in under **60 days**. Sustained a **~400% surge** in user activity with **99.9%+ platform uptime**.
- › Owned product roadmap, prioritization, and delivery across iOS, Android, web, and backend. Sponsored deliberate technical-debt reduction alongside high-velocity feature delivery.
- › Drove the company's first **Salesforce CRM** implementation, integrating into legacy systems and rolling out across a **5,000+ certified trainer network**.
- › Modernized engineering culture: CI/CD modernization with **~70% release-cycle reduction**, agile rituals, real unit testing, and a high bar for engineering quality.

MAR 2017 - SEP 2019

Co-Founder & Chief Product Officer

▶ Inventive Group Inc. · Consultancy + Incubator + Academy

AUSTIN_TX

Co-founded and ran a parent company spanning a 30+ engineer software consultancy, product incubator, and TWC-certified coding academy. Owned product strategy across the portfolio.

- › **Inventive Ventures (Incubator)**. Reviewed **20+ founder pitch decks**. Owned competitive analysis, product roadmaps, and prototypes. Took **5 early-stage products to market in year one**.
- › **Inventive Works (Consulting)**. Scaled to **30+ engineers**. Owned solution-selling and executive-level engagement with national clients. Delivered **20+ custom platform engagements**.
- › **Inventive Academy (Bootcamp)**. Founded a TWC-certified full-stack engineering school. Lead instructor across **3 cohorts · 50+ engineers** graduated.

SEP 2012 - FEB 2017

Vice President of Product

▶ Volusion · Multi-Tenant SaaS E-Commerce Platform

AUSTIN_TX

Led product & engineering org of **35+** across two product lines serving **50,000+ merchants** on **\$4B+ GMV/year**. Full **P&L ownership · \$5M** delivery organization. Reported to CEO and partnered with the executive team on platform strategy.

- › Incubated and shipped Volusion's next-generation cloud-native, API-first, multi-tenant SaaS platform. modernizing the company's architectural foundation and accelerating partner ecosystem integrations.
- › Drove a Lean Startup, Agile, DevOps, TDD, and CI/CD cultural transformation. **10+ release trains/quarter; 99.9%+ uptime** through holiday peaks.
- › Founded **Volusion University**. an internal training program (**40+ workshops**) building a culture of continuous career development.
- › Owned roadmap definition and execution for core commerce capabilities at scale, balancing platform stability with feature evolution.

LEADERSHIP

Product Vision

P&L Ownership

Roadmap & Strategy

Org Design

Cross-Functional

Discovery

Lean Startup

Agile / Scrum

Coaching

INDUSTRIES

GenAI

SaaS & Platforms

Fintech

E-Commerce

Marketplaces

Consumer Mobile

PropTech

GovTech

AdTech

SELECTED BRANDS

AARP · Got Milk? ·
Men's Health · Gold's
Gym · AMD · Dell

EDUCATION

B.S. Electronics
Engineering Tech

Texas A&M · 1996-2000

OCT 2007 - NOV 2008

VP of Technology · First Strategic Hire

► Invodo Inc. · Video Marketing / New Media SaaS

AUSTIN_TX

- > First strategic hire. Built office, infrastructure, and a **7-person founding team** of engineers and interactive designers.
- > Operated as lead PM. Built roadmaps, ran sprint rituals, architected backend & new-media delivery on Flash, ASP.NET, SQL Server.
- > Closed and shipped contracts with national brands including **AARP, Got Milk?, Men's Health, and Gold's Gym**. Built the iPod-export Flash player for the Got Milk? campaign.

EARLIER CAREER // 2000 - 2012

- > **Headspring**. Tarrant & Bexar juvenile justice platforms.
- > **Catapult Systems**. Senior .NET Consultant. Dell enterprise frameworks; **AMD Vignette** → **SharePoint 2007 migration**.
- > **RFD & Associates**. TABC custom .NET applications.
- > **Field Asset Services**. **Sole engineer** for \$30M+ nationwide REO platform.
- > **Concurrent founder & CTO roles** across REO/auto-recovery, e-commerce, and local-search SaaS.

RECOGNITION & CREDENTIALS

- > **MCAD (Microsoft Certified Applications Developer)**. 98% competency score.
- > **Speaker, Austin .NET User Group (2009)**. "Become a CSS Zen Master."
- > **Founder & lead instructor**. Inventive Academy full-stack engineering bootcamp; 3 cohorts, 50+ engineers graduated.
- > **Frequent advisor** to early-stage founders on product strategy, AI integration, and engineering leadership.

02 OPERATING PRINCIPLES

- > **Strategy is downstream of customer truth**. Roadmaps grounded in real conversations, instrumentation, and outcomes. never opinion.
- > **AI is a first-class capability, not a feature**. Embed it in the operating model. discovery, spec, review, status. not bolt it on after the fact.
- > **Architecture is product strategy**. Two decades of engineering means I make architectural trade-offs that compound for years, not just the current quarter.
- > **Build the team that builds the product**. Hire for high-agency. Coach for clarity. Protect engineering excellence as a non-negotiable.
- > **High agency, low drama**. Bias toward action and clarity in ambiguous environments. without burning the team.