WARREN SMITH

PRODUCT EXECUTIVE / INCUBATOR

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📍 Washington, DC

Time-Line

Education / Certificates   Work Experience

Agile Certified Product Manager
AIPMM
2007

ITIL Certified
ITIL
2012

Acustream (1 year), IP sold for $1M
Weltzone (3 years), IP sold for $7M
hCentive (3 years), IP sold for $300M
Tiatros (3 years), IP sold for $10M
vBrick (1 year), Confidential
NowSecure (1 year), Confidential

Head of Product
Interos
2020 - 2024

Consultant
Various Startups, AI Solutions
2024-Present

Frostburg State University
Business Administration, Marketing
1995

Director of Market Strategy
AOL
2000-2005

Director of Product
Network Solutions
2005-2010

VP of Product
Various Startups
2010-2020

Massachusetts Institute of Technology
Masters of Science
2024-2026

Work Philosophy

I lead with innovation, aligning strategy with customer needs, driving scalable growth, and fostering collaborative teams for success.

About me

Seasoned executive with 25+ years of experience in product development, AI, and SaaS, driving innovation, growth, and operational excellence. Proven leader in scaling startups to unicorns, optimizing strategies, and building high-performance teams for long-term success.

My Differentiators

😎 *Customer First*

🔨 *Hands on Tech*

🚀 *Published Writer*

🐷 *VC Contacts*

$ *Revenue Focused*

Professional Skills

100%
Product Management

75%
Startup Incubation

Technical Skills

Machine Learning

Large Language Model Development

Data Lake House Strategy

ETLs and APIs

Graph Architecture

Tech Stacks

React, Python, Apache, Docker, AWS
Native
● ● ● ● ●

Angular, Postgres, Jenkins, Azure
Advanced
● ● ● ○ ○

Node.js, MySQL,
Basic
● ● ○ ○ ○

My Numbers

25 years
Work Experience

20+
Products

40+
People Managed

3
Patents

Teams Managed

Washington, DC > 6 PMs, 4 PrgMgrs, 5 Designers

Delhi > 15 PMs and Developers

Buenos Aires > 2 PMs, 12 Developers

San Francisco > 2 PMs, 6 Developers

Social Media Profiles

in linkedin.com/in/warrendsmith

▮ warrensmithd.substack.com/

Global Sustainability Consultancy
AI Powered SaaS Platform from the ground up

A global sustainability consultancy sought to transform its EPR (Extended Producer Responsibility) compliance services into a SaaS product. Their consulting model could no longer keep up with new state-level legislation and the data volume from Fortune 500 packaging clients. I was brought in to design and deliver an AI-enabled MVP capable of automating fee forecasting, eco-modulation, and regulatory reporting across markets—all in eight weeks.
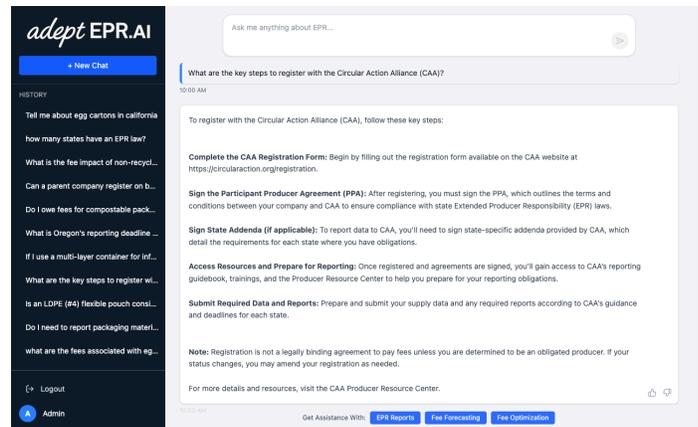
My Impact

I led the product strategy, roadmap, and delivery for what became the company's first AI-powered sustainability platform. Partnering with engineering and design, I defined the ontology for packaging materials and EPR rules, guided the AI model integration, and coordinated pilot deployments across three enterprise clients. The launch proved the firm could monetize its expertise as software rather than consulting hours.

AI Execution

AI models classified packaging data into regulatory categories, predicted fees using regression algorithms, and provided explainable insights grounded in transparent rule mapping. Generative AI summarized regulatory updates and created forecast narratives directly within dashboards, allowing sustainability teams to interpret complex policy changes instantly. Together, these systems turned compliance from a reactive burden into a proactive planning capability

Product Excellence

The project worked because I reframed the problem from "build a tool" to "productize institutional knowledge." We unified consultants, engineers, and executives under a shared product vision, transforming regulatory expertise into a repeatable, data-driven workflow that scaled instantly.

Technical Stack

GCP (Postgres, Cloud Run, KMS), Python, React, Vertex AI, LangChain, TensorFlow, Kubernetes, Figma.

Fortune 500 Financial Services
Agentic Marketing Automation

A Fortune 500 financial services company sought to modernize its marketing operations. Campaigns required multiple teams, long approval cycles, and manual analytics. The goal: prototype a fully agentic marketing department where autonomous AI agents handled ideation, copywriting, optimization, and analysis within enterprise governance.

My Impact

I architected a multi-agent system that simulated the core roles of a marketing department—SEO manager, copywriter, product marketer, and analyst—each with its own data scope, tone, and toolset. Using retrieval-augmented generation and LangChain orchestration, the team achieved a 94% reduction in campaign creation time and a 45% cost savings within the first pilot..

AI Execution

Each agent leveraged large-language-model reasoning combined with vector retrieval to ground creative output in brand, regulatory, and historical performance data. Generative AI produced compliant copy, A/B test variants, and keyword strategies in natural language while continuously learning from performance feedback. Governance layers tracked every output to its data source, ensuring transparency and accountability at enterprise scale.

Product Excellence

The project thrived because I positioned AI as a *collaborator*, not a replacement. My product leadership bridged marketing, legal, and engineering—turning creative workflows into measurable, repeatable systems of intelligence.

Technical Stack

LangChain, GPT-4 APIs, Pinecone, Weaviate, Azure Functions, FastAPI, Postgres, enterprise RBAC/KeyVault.

AI Data Provider
Hybrid Pipeline Infrastructure

A mid-market data infrastructure company faced new enterprise demand from regulated industries requiring hybrid and on-prem deployments. Their existing AI analytics stack—optimized for cloud SaaS—couldn't meet latency, security, or cost targets. My task was to re-engineer their generative AI pipeline for scalability and compliance across environments.
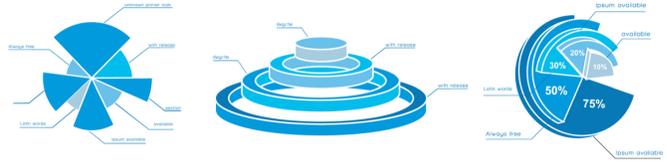
My Impact

I led the redesign of the entire AI pipeline into modular, containerized services for ingestion, embedding, retrieval, and inference. The new framework doubled query throughput, reduced cost per inference by 32%, and supported three on-prem deployments across financial and healthcare clients.

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AI Execution

AI models handled data normalization and document embedding across diverse data stores. Generative AI, deployed via configurable LLM endpoints, provided real-time analytical summaries and context-aware recommendations while adhering to data-sovereignty rules. Retrieval-augmented generation ensured all outputs were grounded in the client's private data, making AI both powerful and compliant in restricted environments.

Product Excellence

The effort succeeded because I approached AI scalability as an architectural problem, not a modeling one. My leadership unified DevOps, data science, and compliance into one delivery model—making enterprise AI safe, measurable, and repeatable.

Technical Stack

Kubernetes, Docker, Qdrant, Milvus, Airflow, Prometheus, Grafana, OpenAI + LLaMA endpoints, Terraform, ArgoCD.

IoT Solutions Provider
Manufacturing Insight Engine

A global operational technology provider wanted to unify IoT, MES, and ERP data into a single insight platform for manufacturing optimization. Billions of sensor readings, maintenance logs, and production records existed in silos, making it impossible to detect early-stage anomalies or process inefficiencies.

My Impact

I designed and implemented a full AI pipeline that captured streaming IoT data, correlated it with operational records, and produced contextual insights in near real time. The result was a system that reduced fault-detection latency from hours to seconds and gave plant managers a natural-language interface to query production health.

AI Execution

AI handled anomaly detection, predictive maintenance modeling, and causal inference using hybrid algorithms (Isolation Forest, XGBoost, and LSTM). Generative AI—fine-tuned on industrial process language using Meta LLaMA 3 and LangChain—transformed sensor anomalies and model outputs into human-readable explanations with traceable citations. The system could answer, "Why did Line 7 slow down yesterday?" with evidence, confidence scores, and recommended corrective actions.

Product Excellence

The success stemmed from integrating AI engineering with domain expertise under a single product vision. My leadership created a semantic bridge between machines, models, and people—transforming raw telemetry into a continuous feedback loop of learning and optimization.

Technical Stack

Kafka, Airbyte, Feast, BigQuery, Weaviate, Meta LLaMA 3, LangChain, XGBoost, LSTM, DoWhy, Prometheus, Grafana, hybrid Kubernetes deployment.

Interos, Inc
Supply Chain Risk Assesment

Between 2020 and 2024, Interos transformed from a professional services company into a leading AI-powered SaaS platform in supply chain risk management.

Under visionary leadership, the company grew revenue from $10M to $100M and expanded its team from 30 to 300 employees within three years. Interos became a dominant force in the fiercely competitive market, leveraging advanced AI and predictive analytics to deliver unparalleled insights. This rapid growth and innovation allowed Interos to outpace competitors and solidify its position as a unicorn and industry leader in supply chain risk management.

My Impact

As Head of Product, I transformed Interos into a $1B unicorn by leading the development of its first AI-powered SaaS platform for supply chain risk management.

- AI and Technical Leadership: Implemented Named Entity Recognition (NER), sentiment analysis, and predictive analytics using Large Language Models (LLMs). Designed a conversational AI interface for prescriptive insights.

- Team Building: As the first product hire, I built and scaled a team of 40+ professionals, including engineers, product managers, and designers.

- Requirements Approach: Emphasized collaborative requirements gathering, integrating customer feedback, and leveraging agile methodologies to deliver innovative solutions.

- Key Results: Achieved a 10x increase in revenue (from <$10M to $100M) and expanded the customer base from 30 to 300.

AI Execution

In the development of their inaugural SaaS platform, we leveraged advanced AI techniques to deliver actionable insights. This involved implementing Named Entity Recognition (NER) and Aspect Mining to extract and structure data, optimizing algorithms such as Linear Algebra for predictive recommendations, and integrating Large Language Models (LLMs) to generate prescriptive summaries that empowered users to act effectively.

Technical Stack

At Interos, we built a robust, scalable architecture to ingest, analyze, and present actionable insights from 3 terabytes of data daily. Using React for dynamic UI, Python for processing, and PostgreSQL for structured storage, we ensured efficiency. Apache handled web requests, while Docker and Kubernetes managed deployments. Snowflake powered analytics, and AWS provided the backbone, enabling seamless performance at scale.

Product Excellence

Interos required a structured, data-driven approach to product strategy, fostering alignment across teams, and delivering innovative solutions that met aggressive revenue and market share goals.

- Hypothesis-Driven Requirements: Championed a hypothesis-driven approach to requirements gathering, ensuring decisions were grounded in data and customer insights.

- OKR to KPI Alignment: Enforced alignment between Objectives and Key Results (OKRs) and measurable KPIs to create a unified product and business strategy.

- Structured Prioritization: Implemented a 5-element data-driven framework to guide senior management in prioritizing product features and investments.

- Consensus Building: Maintained positive relationships across departments through a diplomatic approach, fostering collaboration and reducing silos.
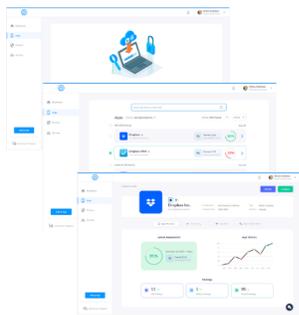
NowSecure
Mobile Application System Testing

- My Focus: Unified fragmented mobile application testing services into a streamlined SaaS platform.

- Key Accomplishments: Improved automation for penetration testing, optimized SDLC integration, and enhanced reporting, creating a scalable solution for enterprise security needs.

vBrick
Enterprise Video Streaming

- My Focus: Positioned the company for acquisition within 12 months.

- Key Accomplishments: Tripled pipeline opportunities through marketing and sales strategy revamps, improved digital engagement (quadrupled form fills, reduced bounce rates), and cultivated buyer relationships. Acquisition was successfully completed in 2020.
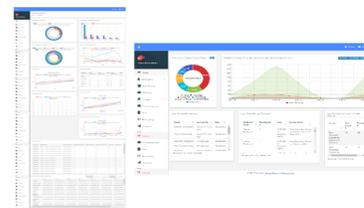
Tiatros
AI Powered Mental Healthcare

- My Focus: Led product development for a SaaS cognitive therapy platform integrated with IBM Watson.

- Key Accomplishments: Differentiated the product with AI-powered features, enabling $15M in Series A funding. Delivered strategic marketing and B2C acquisition plans.

hCentive
ACA Enrollment Processing

Between 2014 and 2016, hCentive experienced remarkable growth, evolving into a leader in healthcare technology solutions. Under visionary leadership, the company expanded rapidly, scaling its revenue and workforce to meet the growing demand for health insurance exchange platforms. hCentive became a dominant force in the competitive market, leveraging cutting-edge technology to deliver seamless enrollment solutions. This rapid innovation and execution allowed hCentive to outpace its competitors.
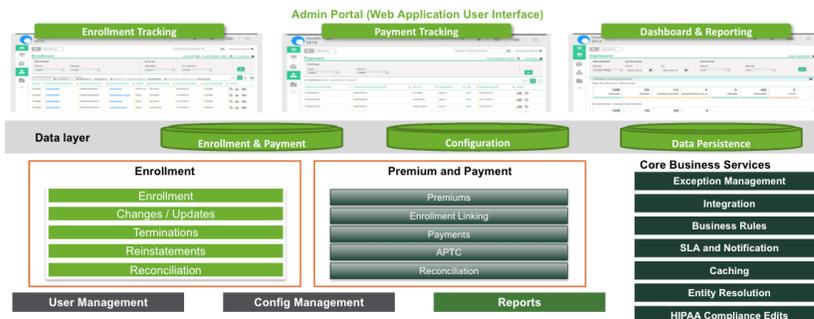
My Impact
From Vaperware to $300M

- My Focus: As VP of Product, I led offshore development while serving government agencies and insurers, ensuring disciplined execution and seamless SaaS integration.

- My Accomplishments: From 2014-2016, I revamped products, launched new offerings, and drove revenue from $8M to $300M, doubling market share. My leadership positioned hCentive for acquisition in 2017.

Heavy Transformations
Providing Clarity in the Madness

hCentive's WebInsure Exchange Manager handled complex ACA enrollment processing, ingesting 834 and 820 transactions from state agencies and transforming X12 EDI into XML for insurers.

This secure, rules-based system ensured compliance, enabling both agencies to review, validate, and approve enrollments seamlessly.

Customer Collaboration
AI Powered Mental Healthcare

In addition to product management, I led Customer Success, overseeing the onboarding of our complex ACA enrollment platform for 10+ major insurers. I drove adoption, ensuring seamless integration, and represented hCentive at 10+ health insurance exchange conferences, advocating for industry-wide best practices.