

# WARREN SMITH

Product Executive



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## EXPERTISE

Executive Leadership

Product Strategy

AI/LLM Development

Data-Driven Decision-Making

Startup Incubation & Growth

Consensus Building

Stakeholder Engagement

SaaS Development

Digital Transformation

Go-to-Market Strategy

Competitive Differentiation

## EDUCATION

MASTERS OF SCIENCE

Massachusetts Institute of

Technology

2024 – 2026

*GAI Developer Certificate*

Coursera

2024

BBA

*Bachelors of Business*

*Administration*

Frostburg State University

1993 – 1995

## CAREER SUMMARY

Innovative executive leader with 25+ years of experience in product development, AI-driven innovation, and startup incubation. Proven track record of scaling high-growth companies, leading AI/ML-driven product development, and building performance-based, cross-functional teams. Adept at consensus-driven leadership, market positioning, and driving revenue growth in complex, data-centric environments.

## PROFESSIONAL EXPERIENCE

FRACTIONAL CHIEF PRODUCT OFFICER

DECEMBER 2024 – PRESENT

Self Employed

Fractional Chief Product Officer helping startups and scaleups achieve product-market traction through strategic vision, lean execution, and AI-driven innovation.

Key Responsibilities:

- Define product vision, roadmap, and metrics for new opportunities
- Align GTM plans with cross-functional teams
- Build and mentor new product orgs
- Drive PLG, AI/LLM integration, and data strategy

Engagement Highlights:

- Launched LLM analytics layer for Series A SaaS
- Scaled product ops and OKRs for a fintech startup
- Led product-market fit discovery for B2B2C marketplace
- Advised on Snowflake + GCP pipeline integration for compliance platform

HEAD OF PRODUCT

APRIL 2020 – NOVEMBER 2024

Interos, Inc

Led product strategy and execution for an AI-powered supply chain risk management platform, scaling revenue from <\$10M to \$100M and customer count from 30 to 300, helping the company achieve unicorn status.

- Defined and executed roadmap aligned with enterprise risk visibility needs.
- Spearheaded all development of advanced AI/ML models, including Named Entity Recognition (NER), sentiment analysis, and Large Language Models (LLMs) to support pioneering feature enabling users to converse with data
- Integrated LLM-driven predictive analytics and prescriptive conversational AI.
- Built and led a 40-person team across product, design, and research.
- Owned a \$4M product P&L and reported directly to the CEO.
- Transformed Interos into an AI-driven category leader, directly contributing to its \$1B+ valuation.
- Built cross-functional consensus among sales, engineering, and executive teams for feature prioritization and go-to-market strategy.

## TECHNOLOGIES

### *AI/ML & Data Science*

NLP, LLMs, Predictive

Analytics, Sentiment

Analysis, Entity

Recognition

### *SaaS & Cloud Platforms*

AWS, Azure, Snowflake,

Google Cloud

### *Agile & Lean Startup*

Scrum, Kanban,

Product-Led Growth

### *DevOps & Security*

Docker, Kubernetes,

CI/CD, OWASP

MITRE ATT&CK

## THOUGHT LEADERSHIP

### [Substack](#)

AI, Product Strategy, and

Market Innovation

### [Medium](#)

Product Coalition,

Bootcamp

## PROFESSIONAL EXPERIENCE

VICE PRESIDENT OF PRODUCT  
General Atlantic

FEBRUARY 2010 – APRIL 2020

As Vice President of Product for a top global VC firm, led product strategy and growth initiatives across six early-stage ventures, including hCentive and WellZone, delivering significant revenue, market share, and IP outcomes.

- hCentive: Grew revenue from \$8M to \$20M, doubled market share to 40%, and expanded client base by launching two new products and an integrated B2B marketing strategy.
- WellZone: Built a health-focused consumer platform from concept to 250K users, authored a big data patent, and led successful IP acquisition.
- Strategic Impact: Delivered scalable product transformations that aligned with VC growth targets and supported multiple successful acquisitions.

DIRECTOR OF PRODUCT  
Network Solutions

OCTOBER 2005 - FEBRUARY 2010

Effectively directed a matrixed team of product managers, engineers and designers to incubate and launch 3 new products: design, ecommerce and online marketing, growing overall revenue from \$100M to \$300M in only 4 years while reducing headcount from 700 to 300. During my tenure, the company was acquired and sold by General Atlantic.

DIRECTOR OF MARKET STRATEGY  
AOL, Inc

FEBRUARY 2000 – OCTOBER 2005

Defined new strategy-development and business-modeling processes across six business units in the AOL Commerce Division. Assumed full P&L responsibility for operations and managed the transition from a proprietary subscriber network to an open network for AOL.com.

PRODUCT MANAGER  
Careerbuilder

OCTOBER 1998 – FEBRUARY 2000

As a founding hire, managed creation, organization, pricing structure, sales configuration, and implementation of the first product as well as all advertising appearing on CareerBuilder Network of over 30 different sites including careerbuilder.com, MSN, Bloomberg, NBC, Business Week, and USA Today.

## BOARD MEMBERSHIP AND ADVISORY

- Advisor to multiple early-stage AI-driven SaaS Startups
- Frequent speaker at AI, product management and risk intelligence conferences

## KEY ACCOMPLISHMENTS

*2 Unicorn Exits:* Scaled Interos and hCentive to \$1B+ valuations.

*AI/ML Expertise:* Led LLM, NLP, and predictive analytics initiatives to drive AI-powered risk and security solutions.

*3 Patents:* Contributed to cutting-edge innovations in supply chain risk assessment, network security, and revenue optimization.

*Consensus Leadership:* Mediated executive boardroom discussions, driving alignment in high-stakes decision-making.

*Industry Thought Leader:* Published 100+ articles on AI, product strategy, and market innovation