

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

POST GRADUATE STUDIES

Massachusetts Institute of
Technology
2024 – 2026

BACHELOR'S DEGREE

Business Administration
Frostburg State University
1993 – 1995

GAITRAINING CERTIFICATE

Coursera
2025

MVP LEADERSHIP AWARD

Interos
2021

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

HEAD OF PRODUCT

APRIL 2020 – NOVEMBER 2024

Interos, Inc

Transformed Interos into a \$1B unicorn, scaling its AI-driven supply chain risk management platform from \$10M to \$100M in revenue within three years. Expanded customer base from 30 to 300, positioned the company as a leader in AI-powered risk intelligence.

- Led AI/ML initiatives, integrating Named Entity Recognition (NER), predictive analytics, and LLM-driven forecasting.
- Built and scaled a 40+ person product, design, and engineering team, driving high-impact innovation.
- Developed consensus-based decision-making frameworks for board and executive alignment.

VICE PRESIDENT OF PRODUCT

FEBRUARY 2010 – APRIL 2020

General Atlantic

Working with a leading global equity firm with assets of \$80B, provide product, engineering and operations leadership for 6 companies in early venture portfolio, tackling market fit, pricing and collaboration challenges to bring new ideas to market or transform existing companies for success.

NowSecure (2019) – Unified mobile application testing services into a single SaaS product, enhancing security and compliance through improved penetration testing automation.

Tiatros (2017) – Integrated IBM Watson into a cognitive therapy SaaS platform, enabling predictive PTSD risk assessment. Differentiated the product through AI innovation, securing \$15M in Series A funding.

hCentive (2014-2016) – Transformed the flagship product, driving revenue growth from \$8M to \$20M. Expanded market share from 20% to 40%, leveraging strategic partnerships and optimizing product adoption.

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 EXPERIENCEDIRECTOR 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.

- Scaled product revenue from \$100M to \$300M through innovative product launches and agile transformation.
- Managed \$30M+ P&L, driving aggressive year-over-year growth.

DIRECTOR OF MARKET STRATEGY
AOL, Inc

FEBRUARY 2000 – OCTOBER 2005

Defined new strategy-development and business-modeling processes that were applied 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.

- Optimized Product & Revenue Management – Developed a lifecycle management process, reducing duplicate efforts and improving cash flow tracking while driving a 30% increase in Travel and 17% in Auto revenues.
- Strategic Vendor & Initiative Oversight – Partnered with top design firms and analysts to evaluate performance across 95 initiatives in 11 business groups, ensuring alignment with strategic goals

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