

# RYAN SMITH

Georgetown, TX • 903-722-3316 • ryan@smithai.me • linkedin.com/in/smithrk81

## PROFESSIONAL SUMMARY

AI product executive with 10+ years of experience leading product strategy, development, and team management for enterprise-scale data and AI platforms. Currently driving an AI-first product strategy that includes production-grade intelligent agents for natural language querying, data quality monitoring, and workflow automation—built in direct partnership with the CPO and CTO. Own two platform suites supporting global investment and 2.4 trillion rows of data. Deep technical background spanning AI/ML product development, large-scale data infrastructure, analytics, and developer-facing tools. Proven ability to translate customer insights, competitive research, and emerging AI capabilities into shipped products that enterprise customers adopt and see value from. Passionate about building AI that delivers measurable outcomes with transparency and auditability. U.S. Marine Corps veteran.

## WORK HISTORY

### **VP, Product Management**, 04/2024 to Present

#### **Kinesso (Omnicom)** – Remote

- Own end-to-end strategy and execution for an enterprise AI and data platform portfolio supporting global marketing investment across North America, LATAM, APAC, and EMEA: a Data Management Platform (acquisition, quality, and pipeline layers) and a Data Management Console (upload, mapping, export, monitoring, and configuration modules) serving 3,000+ users
- Lead and develop a team of 8 product managers and product owners (5 direct, 3 dotted-line); foster a hands-on culture of experimentation, learning, and execution excellence with startup-speed urgency
- Champion AI-first product strategy: built an AI-enabled Jira tool reducing requirement misunderstandings by ~27%; currently developing a NL-to-SQL agent for natural language data querying, a campaign lifecycle automation agent, and a Guard Dog data quality agent for anomaly detection—each with built-in transparency, auditability, and measurable success metrics
- Manage 2.4 trillion rows of data across four Snowflake accounts; translate customer insights, usage analytics, and competitive research into a prioritized multi-quarter product roadmap; present and defend plans during quarterly executive reviews
- Collaborate with enterprise customers and cross-functional stakeholders to identify pain points and opportunities through feedback loops, discovery sessions, and product data analysis; partner with Legal on data privacy, compliance, and AI governance
- Guided products and teams through Omnicom’s acquisition of IPG Mediabrands (Nov 2025), ensuring delivery continuity, team stability, and post-acquisition platform integration

### **Director, Product Management**, 10/2021 to 04/2024

#### **Kinesso (IPG Mediabrands)** – San Francisco, CA

- Owned Prepare and Consume product suites: ETL, normalization, view/table creation, data quality monitoring, dashboard/reporting, and third-party integrations—evolving standalone tools into a connected platform ecosystem
- Managed 2 product managers and five remote development teams; established outcome-based roadmapping, Agile delivery practices, and iteration cadences that improved execution velocity and predictability
- Redesigned Reporting and Billing backend, increasing processing capacity by 46x and reducing time from 6 hours to 1; improved data accuracy by 20%+ across all markets
- Launched a net-new master data management platform (Q3 2022, 0 → 1) and re-branded the reporting/dashboarding platform

### **Senior Product Manager**, 10/2018 to 10/2021

#### **Kinesso (IPG Mediabrands)** – San Francisco, CA

- Owner of Performance Reporting and Billing Products globally; managed integrations, financial reporting, and analytics across multiple product lines
- Drove long-term product roadmap and vision across three distributed development teams
- Planned, developed, and launched a new analytics product from development to MVP in 12 weeks (0 → 1)

### **Senior Product Manager**, 06/2017 to 10/2018

#### **RhythmOne** – San Francisco, CA

- Owner of Sharing Analytics, Smart Links, Ztag, Influencer Marketing, Supply ad products, and managed service platforms—developer-facing APIs and internal tools
- Member of Architectural Review Committee; drove KPIs for Analytics Suite and Influencer Marketing

**Product Manager** → **Senior Product Manager**, 09/2015 to 06/2017

**RadiumOne** – San Francisco, CA

- Managed Analytics Suite end-to-end: roadmap, vision, training, documentation, and stakeholder communication
- Built prototypes using SQL, Python, JavaScript, HTML, and CSS to accelerate development cycles

**Earlier Career:** Integration Manager at RadiumOne (2015) | Email Marketing Template Developer at Zynga (2015) | Front End Web Developer at K5 Studios (2014–2015) | Owner at CoatingInspectors.com (2013–2015) — owned all client-facing sales, proposals, and delivery, landing enterprise contracts with Chevron and Kiewit

## MILITARY SERVICE

**Avionics Technician**, 01/2001 to 01/2006

**United States Marine Corps**

- Held Top Secret clearance; led and managed up to 40 Marines during normal tour of duty
- Earned CDI stamp (QA) through rigorous testing – only one in the unit with this qualification
- Received Navy and Marine Corps Achievement Medal for exceptional performance during 8-month deployment

## PERSONAL PROJECTS

**AI-Powered Safety GPS Application** — Designing and prototyping a consumer GPS navigation app that integrates real-time safety data (crime statistics, registered offender proximity, incident reports) to suggest safer routing alternatives. Built with AI-driven risk scoring, privacy-first architecture, and transparent algorithmic decision-making.

## TECHNICAL SKILLS

**Product & Tools:** Jira, Confluence, Aha!, Productboard, Figma, Miro, Amplitude, Mixpanel, Tableau, Looker

**AI Platforms:** LangChain, LangSmith, Claude Code CLI, Claude Code, Claude Cowork, Cursor, ChatGPT, Grok, Google Antigravity, Lovable, Figma Make, AgentZero

**Technical:** SQL, Python, JavaScript, HTML/CSS, ETL/Data Pipelines, REST APIs, AI/ML Product Development, NLP/LLM Applications, Agile/Scrum, SDLC

**Domains:** AI/ML Platforms, NLP & LLM Applications, Enterprise AI, AI Agents & Automation, Data Management & Infrastructure, Developer-Facing Tools & APIs, Analytics & BI, Responsible AI & Governance, AdTech, SaaS, Cloud Infrastructure