Zack Davis

Corinth, TX | linkedin.com/in/zackdavis | 469.556.9406 | zack@2721west.com

VP-level product executive with board reporting for a $10M ARR business, leading Product, Design, Marketing, Customer Success, and Analytics. Drove a 3-year multi-agent AI strategy and multi-product transformation; built automation that increased engineering output 3x and improved core metrics

SELECTED EXPERIENCE

Rollbar — San Francisco, CA (Remote)   2023–Present

Head of Product

- Direct Product, Design, Marketing, Customer Success, and Analytics with **accountability for a $10M ARR business;** report monthly to the board on R&D strategy and product outcomes while leading AI transformation and multi-product expansion.
- **Spearheaded AI product strategy:** launched multi-agent developer suite (first agent in alpha with customers), built internal AI automation increasing productivity 3x, and established responsible AI frameworks.
- Transformed business from **single product to multi-product platform** by launching Session Replay (Oct 2025, $500K revenue target) and AI developer suite; rebuilt modular billing enabling 9–12 month new product launch cycles.
- Increased activation by 60% and **integration-to-paid conversion by 175%** through redesigned onboarding, personalized dashboards, and optimized omni-channel lifecycle.
- **Reduced quarterly churn by 65%** through data-driven interventions, product improvements, retention programs, and customer success operations following security recovery.

Happy Money — Torrance, CA (Remote)   2021–2023

Senior Product Manager

- Increased monthly revenue by 136K in four months by **standing up the top-of-funnel A/B experimentation** program for affiliate and direct mail, optimizing landing pages and driving more than 100 percent growth.
- **Led Advertising Domain to align stakeholders on product strategy and roadmap;** acted as primary owner for product growth at the top of the funnel, resulting in a 76 percent increase in application starts.
- **Led migration of the company funnel** to a new domain for a brand refresh with an expected 30 percent traffic loss; completed transition with a 3 percent increase in traffic and no loss in originations for a 7M a day funnel.
- **Strategized and executed a blocked brand refresh** caused by legacy technical debt, keeping Marketing AOP on track and meeting Q1 OKRs while reducing domain-migration risk.
- **Drove an 8M increase in monthly originations** by identifying and implementing improvements to outbound communication processes in internal server software.
- Implemented **LEAN methodologies on an SEO-driven content hub** to support paid social and organic channels, reducing CAC over time with minimal resources.

AssetBuilder — Plano, TX (Hybrid)   2007–2021

Vice President of Customer Experience and Product

- **Implemented Lean MVP methodologies** and optimized development and launch of a new retirement product in six months and 26% under budget.
- Increased monthly forecasts by 400% on a 3K budget by **conducting market research on analytics applications** and partnering with sales and marketing to define KPIs.
- **Developed end-of-life product roadmap** and coordinated sunsetting efforts with external teams and customer communications.

Octopoda Interactive — Denton, TX   2010–2022

Principal

- **Collaborated with 128 early-stage startups and SMBs to prototype MVPs** that helped raise more than 250M in seed or Series-A funding through product engineering and strategy.
- **Architected and delivered a nationwide operations platform** for a pharmaceutical client; led systems design and UX, drove digital and brand strategy and five-year planning, and executed a company rebrand across nine product lines.

SOFTWARE AND TECHNICAL EXPERIENCE

CSS, HTML, JavaScript, NodeJS, React, Vue, GraphQL, MySQL, MongoDB, AWS, Microsoft Office, Adobe Creative Cloud, Slack, Sketch, Figma, Tableau, VS Code, QuickBooks, Google Ads, Google Analytics, Google Tag Manager, Google Docs, Optimizely, FullStory, Asana, Jira, Salesforce, Salesforce Marketing Cloud, LaunchDarkly, Mixpanel, Project Management, Agile

CORE COMPETENCIES

Digital Product Management, UX/UI Design, Brand Management, Client and Vendor Relations, Competitive Market and User Research, Data Collection and Analysis, Product and Service Design, Full-Stack Software Development, Digital Strategy and Execution, Customer Experience, Marketing and Advertising, APIs, Process and System Improvement, User Personas, User Stories, User Journeys, Feature Prioritization, MVP Development, Usability Testing, Roadmap Ownership, Sunsetting, Backlog Grooming, Human-Centered Design, A/B Testing, Information Architecture

EDUCATION

Bachelor of Fine Arts, Communication Design
University of North Texas, Denton, TX
2006

Certification: Product Strategy
Kellogg School of Management, Northwestern University
2020