

SAM RICHARDS

Product Executive | VP & Director of Product Management

B2B & B2C SaaS | AI-Native | Scaled from 0-1 to \$100M+ ARR

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SUMMARY

Product executive with 14 years across the full arc of SaaS: founding product hire who helped scale a marketplace to \$100M+ ARR, 1M+ homes, and 300+ employees, then sole product leader carrying startups from pre-revenue to Series A and exit. A builder who still ships, currently prototyping agentic AI products hands-on while bringing experience running product orgs of up to 20 across four continents. Known for translating complexity (technical, organizational, market) into direction teams can actually execute on; PhD-trained and equally at home in code review and the boardroom.

\$100M+ ARR • 1M+ Homes, 50 States • 34% CAGR at 30% Net Margins • Churn 27%→2.6% in 6 Months • \$6B+ M&A Diligence

SKILLS

Technical & AI Fluency: LLMs (Claude, OpenAI, Gemini), Agentic Systems, RAG, Prompt Engineering, NLP, Rapid Prototyping (Claude Code), APIs, Python, SQL, Data Science, AWS, Azure, GCP

Product Craft: AI-First Product Strategy, Product Discovery, Product-Market Fit, GTM Strategy, PLG & Enterprise Motions, Pricing & Monetization, Unit Economics (CAC/LTV), Multi-Product Portfolio Management, Roadmapping, User Research, A/B Testing, Behavioral Analytics, OKRs

Leadership at Scale: Building & Scaling Product Teams (20 PMs & Designers Across 4 Continents), Seed Through Series C Operating Experience, P&L Ownership, M&A Due Diligence (\$6B+), Board & Investor Communication, Fundraising Narrative, Stakeholder Alignment, Cross-Functional Leadership

EXPERIENCE

Founder & Product Builder | Independent AI Product Development

2026 - Present

Salt Lake City, UT | AI Agents, LLM Applications, Full-Stack Prototyping

Hands-on design and development of agentic AI workflow products, from concept through working software.

- Building two agentic AI workflow products end-to-end (product strategy, code, and GTM) using Claude Code, React, Python, Next.js, and SQL
- Shipped HappeninSLC (happeninslc.com): an automated pipeline that aggregates and dedupes 1,000+ events weekly from 100+ public sources, generating illustrated Instagram carousels and powering an iOS app now in beta
- Shipped Slabboard (slabboard.app), a Kanban-based project management platform

Vice President of Product | Live Tula

2024 - 2026

Farmington, UT | HealthTech, B2B, B2C, LLM, AI/ML, Wearables, IoT

HIPAA-compliant Type II diabetes care platform combining wearables and patient experience, sold to insurance and employer health plans.

- Shipped redesigned end-to-end customer experience that lifted free-to-paid conversion by 50%+ and drove an 80% engagement increase through targeted behavioral product changes
- Directed 50+ structured customer research interviews; translated qualitative findings into prioritized roadmap decisions and measurable outcomes
- Integrated wearable device data into HIPAA-compliant payment, fulfillment, and clinical-data workflows; partnered directly with President and CEO on product vision and board strategy

Interim Head of Product | Breakout Learning

2024

Dallas, TX | B2B, LLM, AI/ML, EdTech, Streaming

AI-powered EdTech platform delivering interactive, discussion-driven, case-based learning at scale. Brought in as interim product leader to own the roadmap, raise product quality, and cut bug volume.

- Owned product roadmap and led LLM prompt engineering strategy for AI-generated educational content; improved output quality and significantly reduced manual review overhead
- Created a QA team and QA process from scratch, bridging the engineering and product organizations; reduced customer-reported bugs by 90%

Vice President of Product Management | Sponsorship Exchange

2022 - 2024

Los Angeles, CA | SportsTech, B2B, Marketplace, AI/ML, Geospatial Data, MarTech

Two-sided marketplace connecting brands and sports properties for data-driven sponsorship deals.

- Unified product strategy across all departments (Product, Data Science, Engineering, Design, Marketing) as the single owner of cross-functional alignment for a 0-1 sports sponsorship marketplace

- Identified and segmented \$100B+ in addressable market through structured competitive analysis; defined the GTM entry strategy and initial capture priorities
- Built and validated an AI/ML marketplace platform leveraging geospatial data, taking the product from concept to market-ready MVP through rapid A/B testing and lean iteration cycles

Vice President of Product Delivery | AtlasRTX

2021 - 2022

Park City, UT | B2B, B2C, Conversational AI/ML, NLP, ChatBots, Data Dashboards, Real Estate

Conversational AI platform delivering enterprise chat agents for real estate and customer engagement workflows.

- Led a multi-product team delivering conversational AI agents across 4 products and 3 platforms, with enterprise integrations spanning 2 cloud providers and 4 third-party CRMs
- Built strategic product roadmap that served as a critical asset during funding, M&A due diligence, and the company's successful exit

Vice President of Product | VideoPeel

2020 - 2021

Lehi, UT | B2B, B2C, User Generated Content, AI Media Analysis, MarTech

B2B SaaS platform for capturing, analyzing, and deploying customer video testimonials and user-generated content. Brought in as sole product leader to carry the product from pre-revenue to Series A readiness.

- Reduced monthly customer churn from 27% to 2.6% in 6 months through a ground-up product overhaul and re-architecture of the user experience
- Led full systems rewrite that decreased feature time-to-market by 7x and migrated engineering processes from ad-hoc workflows to structured Agile
- Delivered Series A readiness: built the fundraising deck and delivered board-level investor presentations while owning every product function (BI, R&D, design, QA, customer research, GTM)

Vice President of Product | TaskEasy

2012 - 2020

Salt Lake City, UT | B2B, B2C, Marketplace, AI/ML, Geospatial Data, Real Estate, Home Services

Two-sided marketplace for residential lawn care and home services. \$100M+ ARR | 300+ employees | \$46M raised through an oversubscribed Series C | Acquired by WorkWave, 2022.

Promoted from Product Manager to VP through four titles; returned at CEO's request after three years teaching in academia (2014-2017).

- Led the product organization at a two-sided marketplace serving 1M+ homes across 50 states, generating \$100M+ ARR within a 300+ person company spanning four continents
- Drove product through the growth years in which the company sustained a 34% revenue CAGR at 30% net margins (figures published by exit investor RC Capital)
- Expanded TAM by \$12B (~3,000%) through new product lines and market analysis; grew revenue streams 6x and lifted customer retention 32% over 3 years
- Managed a direct 20-person org of PMs, designers, and product marketers across 7 products and 3 platforms, with cross-functional leadership of distributed engineering and design partners in Latin America and India
- Cut operational costs 54% by building proprietary internal tools that automated manual workflows; twice awarded the company's Innovator Award (2019, 2020)
- One of the company's founding product hires; built the early product, funnel, and customer-acquisition engines, then led product-side due diligence on \$6B+ in M&A across Series A through C

Product & Portfolio Advisor | Private Clients

2013 - Present

Ongoing product strategy, TAM analysis, and roadmap advisory for 14+ businesses across HealthTech, EdTech, and AI; clients under NDA.

Area Chair & Visiting Assistant Professor | Brigham Young University & Boise State University

2014 - 2017

Provo, UT and Boise, ID | Higher Education, Academic Leadership, EdTech, Curriculum Design

- Directed program strategy as Area Chair for a 4-person faculty team, overhauling curricula across multiple degree programs while teaching 1,000+ students over three years
- Built cross-departmental collaborations across arts and sciences, including data sonification with NASA scientists and Parkinson's brain-data research with neuroscientists

EDUCATION

Doctorate (PhD), Music | University of Michigan | Ann Arbor, MI | 2010 - 2013

Masters (MM), Music | University of Oregon | Eugene, OR | 2007 - 2010

Bachelors (BM), Music | University of Utah | Salt Lake City, UT | 2004 - 2007