

ALAN SEIDEMAN

VP of Product · AI Transformation & Enablement

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SUMMARY

VP of Product and AI transformation leader. 20+ years shipping consumer and B2B products at scale — from a 10MM-MAU marketplace where I built and led a 20-person product org, to production AI systems I've architected and shipped myself over the past six years.

I have a reputation for turning AI confusion into aligned execution — finding the bet that actually moves the business when the organization is chasing the impressive one, and getting the whole org behind it. I've done it as an operator (CPO at OCC through a post-acquisition turnaround) and as an advisor (the Office of the CFO at a national financial-advisory firm, NASM, Zentor). Cross-industry: marketplaces, SaaS, media, e-commerce, HR tech, field services.

EXPERIENCE

AI Transformation Advisor & Independent Product Builder

Self-Directed · 2019–Present

By 2021 I was convinced generative AI was the largest shift in technology I'd seen since the mobile revolution, and the internet wave before that — and that it was moving far too fast to understand from the outside. So I went at it hands-first, to get out in front of it. Lifemap is where I learned to build production AI end to end, and where the real constraints stopped being theoretical. Big Works is where I applied that judgment to pick a market on better mechanics — the trades, the part of the economy most insulated from AI displacement. Consulting is where I extrapolated furthest out: helping organizations find where AI actually creates value and get it into production. Building is what earned the judgment; applying that judgment as strategy is the work I want to do at depth, with a team, inside one organization.

AI Transformation & Product Strategy Consulting · 2020–Present

Many orgs face top-down pressure to "use AI" without knowing where it actually creates value — the result is poor prioritization and misallocated investment. I audit the org, its strategy, and its digital products, then design the sequenced roadmap — and often build the proof-of-concept AI solutions myself — that turn AI from a one-off experiment into a durable capability.

- **National financial-advisory firm (Office of the CFO):** Engaged by the national tax practice to turn executive pressure for AI adoption into a workable program. Diagnosed that a non-technical team needed sustainable no-code automation, not over-engineered tooling, and built credibility through live demos — one AI-assisted review surfaced a material error in a live client workbook. Designed a multi-phase automation roadmap (workbook roll-forward, return-to-provision reconciliation, trial-balance categorization) projected to save on the order of hundreds of hours firm-wide, then expanded beyond the original sponsor into an AI pipeline mining existing financial deliverables for cross-service "whitespace" — defining the extraction/classification architecture, the human-in-the-loop validation model, and the data-governance guardrails to scale it responsibly.
- **Herbal Medics Academy:** Diagnosed the real problem others missed — used AI-driven analysis across four web properties to surface critical conversion and top-of-funnel gaps manual review had never caught, then redirected the founder away from a speculative AI-product build toward the highest-ROI priorities with a data-backed roadmap.
- **Healthgena Accelerator:** Resident AI and product strategy advisor for Saudi Arabia's Vision 2030 HealthTech hackathons — coached 100+ startups on AI integration, user-need identification, value prop, business model, GTM, and 3-year financial feasibility.
- **Zentor.de:** Led AI automation strategy for a German professional-development platform — designed LLM-powered workflows across key business functions while maintaining GDPR compliance.
- **NASM.org:** Advised the head of product at a \$100MM ARR fitness-certification firm on AI-assisted product strategy — prioritizing AI-integrated consumer opportunities and framing the roadmap narrative for executive stakeholders.

LifemapHQ — Founder & Head of Product · 2021–Present

Living in the Yucatán amid a wellness-tourism boom — then watching COVID send mental-health needs sharply upward — I saw an opening: use AI to integrate established personality frameworks in a way that hadn't been possible before. I built the integration myself, shipped a personalized report as v1, then did the market work that shaped everything after.

- **Diagnosed the market before committing, and chose a wedge accordingly.** Researched the personal-growth space and interviewed firms in it: big and growing, but structurally hostile to a solopreneur — high churn, high CAC, and incumbents defended by walled gardens of proprietary author/coach content. Guiding policy: don't fight on their terrain. Narrowed to a micro-niche wedge — AI-assisted journaling for middle-aged men — and made the disciplined "no" calls that followed: no group coaching, no LMS courses, and no proprietary coaching chatbot (judging fast-improving frontier models would outpace anything I could build and maintain).
- Architected and built a multi-step LLM pipeline in Make.com: Tally assessment webhook → JavaScript psychometric scoring → multi-domain OpenAI completions → Google Slides API for dynamic PDF report generation → custom imagery from a user-submitted photo
- Engineered rolling-memory conversational AI agents on Telegram with a token-efficient context architecture (recent turns + Airtable-summarized history + per-message sentiment) to hold context quality high at minimal token cost
- Built an automated content factory producing 222+ published SEO articles: Airtable idea queue → Make.com pipeline → title/outline/SEO meta/hero image/voice file/Webflow CMS publish, with multi-author voice support
- Built Telegram-native payments and credit metering, plus personalized weekly email (each user's full psychometric profile as LLM context) and a CustomGPT grounding coaching conversations in each user's assessment data

Big Works LLC / Big Invoice — Founder & Solo Developer · 2024–Present

Chose this market on two independent theses. First, opportunity: spotted during due diligence for a payments-director role that the trades are a large, premium-paying market (1M+ tradespeople) served by bloated, overpriced software that all looks like accounting tools. Second, durability: the trades are the segment of the

economy most insulated from AI-driven displacement — knowledge work is exposed, but someone still has to fix the leaky toilet until robots are ubiquitous — making it a market I can iterate in for years with a higher success rate. Capturing even 1% models to a sustainable business.

- **Made a contrarian brand bet** drawing on entertainment/brand experience: positioned against ServiceTitan and Jobber with a bold, DeWalt-inspired black/yellow identity and 'Big Apps. Tiny Price.' voice — deliberate differentiation in a category where every competitor looks the same.
- Designed and built the iOS invoicing/estimates app solo (Flutter, Material 3) with a distinctive dark theme and high-legibility type for the middle-aged trades user — and invested as heavily in the Big Works content/funnel strategy as in the app itself.

Chief Product Officer

OCC (Acquired by SEEK International) · 2016–2019

I joined during a period of turmoil: OCC's 20-year market dominance was eroding and the org had lost direction after the founder stepped away and SEEK acquired it. I was recruited to define the product strategy, then built the organizational capability and culture that reclaimed market share and drove revenue growth.

- **Made the AI adoption call that lifted applications 30% — against my own team's resistance.** OCC's in-house algorithm matched jobs with high precision but thin coverage. When SEEK stood up a central AI recommendations service, our respected data-science team resisted becoming a consumer of it rather than its author. I championed adopting it anyway — users over org ego — lifting recommendation volume enough to drive a 30% YoY increase in application volume, the core JTBD for recruiter customers.
- **Removed a founder-era bottleneck and rebuilt the tech org's trust from the inside.** Inherited a walled-garden tech organization — work thrown over the fence, weeks-long release cycles, buggy launches, and a leader the acquirer couldn't move. Asked repeatedly whether he could be worked with, I gave it real time before concluding he couldn't; my assessment drove the decision to remove him. Ran product and tech on an interim basis, then started weekly 1-1s with his tech leads — moving them from waiting-to-be-told to owning their domains.
- **Turned a top-down hierarchy into a best-idea-wins culture during a cross-border integration.** Walked into a rigid hierarchy where openly critiquing a director was unthinkable and the tech org feared exposure. Imported radical transparency against real resistance — including a weekly newsletter to OCC and SEEK leadership that owned failed experiments as plainly as wins. It became the SEEK group's benchmark for product-team transparency, named by senior executives and the CEO as the standard they wanted other markets to match.
- **Rebuilt release velocity 8x by betting on autonomous squads.** Replaced a 45-day "go in a cave and build" cycle with a Tribe/Squad model of ~15 autonomous teams — which meant rebuilding the deployment stack so each could ship independently. Releases went from monthly to biweekly, with every team owning its own deploys.
- Built and led a 20-person product organization (12 PMs, 4 designers, 2 data analysts, 2 product marketers), recruited and structured around user-journey paths
- Drove TAM expansion with a lightweight gig-economy marketplace for younger, lower-wage users on mobile web with low data caps — reaching a segment the premium core product structurally couldn't
- Redesigned the company-reviews product for 10k+ organizations, increasing indexed page volume and driving a 20% SEO lift
- Rebuilt the self-service e-commerce channel with a credits-based system, simplified enterprise user types, and SPEI bank-transfer payments

Senior Product Manager

Funny or Die · 2012–2016

A comedy brand that became a household name in the mid-2000s needed new growth levers against BuzzFeed and a wave of comedy-content brands. I drove the expansion of the content mix, then read the harder problem underneath it: engagement metrics climbed, but ad CPMs were collapsing industry-wide as inventory flooded the market — a business that monetized on ads couldn't win on time-on-site alone. I led the strategic pivot to meet audiences on mobile, building a mobile-apps team from the ground up.

- Led SEO and mobile performance improvements reaching a record 25MM MAUs; drove time-on-site up 15% MoM via video recommendations, with the shift to mixed "snack-size" media (articles, GIFs, slideshows) adding a 20% YoY lift
- **Diagnosed the monetization ceiling that engagement gains masked:** page views and session time rose while revenue stayed flat as CPMs fell — reframing the strategy from "keep users on our site longer" to "go where the audience already is," which became the mobile investment thesis
- **Pitched and led the Funny or Die Weather app** — an idea my direct leadership was lukewarm on until our lead Sequoia board investor singled it out as the standout concept; shipped as a weather app that opens with a joke every launch
- Built and led the mobile-apps team; relaunched the core iOS/Android apps and creator studio, and shipped News Flash (humor-led daily news) and 'Dips,' a full-screen short-video social app for comedy that anticipated the format TikTok would later take mainstream
- Shipped branded partner products with Pepsi, Target, and HBO, and celebrity projects with Tony Hawk, Zach Galifianakis, and others

Freelance Product Manager

Startups — Spain & USA · 2008–2012

- Co-founder at BigSho (live-video game show): built the web product, digital-currency economics, and several games; closed it down after real-time group video streaming proved an insurmountable technical hurdle
- Founded 7 Seconds: a short-video app organizing user videos into hashtag-based topic competitions with community voting — shipped before Vine or TikTok existed
- PM at Qwest (Denver) and EMN8 (restaurant delivery e-commerce): on-site funnel optimization for product bundles; redesigned menu builder, payments/checkout, and order tracking
- PM for Fixr (home-improvement marketplace) and Festuc (Barcelona social network): project detail builder, bidding mechanism, and contractor reviews; user profiles, place-based recommendations, and friends feed — Barcelona engagements won on the strength of Techstars and early social-networking credibility

Co-Founder & CEO

LoopNote / Brightkite · Techstars Boulder · 2006–2008

Built a product from a personal frustration — wanting to subscribe to *notifications about a topic* rather than a person — and turned it into one of ten teams selected for the inaugural Techstars Boulder class, admitted on the strength of the working product.

- Built LoopNote, a follow-a-topic notification network where subscribers chose their own delivery channel (RSS, SMS, email, IM); early traction came from churches, sports clubs, and interest groups — shipped as Twitter was launching the same follow-a-feed idea aimed at individuals
- Raised \$1MM; pivoted to Brightkite, pioneering the location 'check-in' mechanic two years before Foursquare popularized it, with place-based photos and following
- Grew to millions of users before an acquisition; the sharper takeaway is the pattern I've carried since — I read the category right each time and lost on the *hook*: Twitter made it personal, Foursquare made it a game

Product & Growth Lead

Local Matters / Aptas (founded by MapQuest's Perry Evans) · 2003–2006

Joined a company digitizing Yellow Pages for publishers like Dex Media, as it bet that online local search would explode and it needed its own B2C product before Google Local took the market.

- **Built the financial model that underwrote the AreaGuides acquisition** — auditing the target's organic and paid traffic and modeling the traffic-arbitrage economics of reselling high-intent local traffic to partners including Orbitz, YellowPages.com, and Apartments.com
- **Rebuilt demand generation after a Google algorithm change collapsed organic traffic** — took over paid search as the defense, scaling the program from roughly \$300k to a **\$4MM annual budget** and building a 5-person team to run 100k+ keywords across thousands of metro areas and vertical permutations (local listings, apartments, hotels)
- Led competitive analysis and feature prioritization for the digital Yellow Pages SaaS product competing with Yelp, CitySearch, and Google

Business Dev & Product Lead

Isovera · 2001–2002

- Led new business development for a web-builder SaaS serving health-sciences and education nonprofits in Boston

Product & Marketing Manager

indiqu (Employee #6, \$20MM raised) · 1999–2001

- First PM at an early mobile-web pioneer; designed mobile experiences for enterprise telecom clients; managed a \$250k trade-show budget across New Orleans, Cannes, and Barcelona

EDUCATION

MBA · University of Denver, 2007
B.S. · Haverford College, 1999

CORE SKILLS & TOOLS

AI & Technical: AI Product Strategy · LLM Integration · Prompt Engineering · Conversational AI Agents · OpenAI API · Claude API · xAI API · ElevenLabs · Make.com · Airtable · Cursor · Flutter/Dart · Webflow · Google Slides/Sheets API · Claude Code · Claude Design

Product Leadership: Product Strategy · Product Vision · Go-to-Market · OKRs · PLG · Roadmapping · Pricing Strategy · Two-Sided Marketplaces · Consumer & B2B Products

Leadership & Org: AI Transformation · Digital Transformation · Cross-functional Leadership · Distributed Team Management · Coaching & Mentoring · Servant Leadership · Change Management

Domain: SaaS · Mental Health · E-commerce · Jobs/HR Tech · Media & Entertainment · Field Services / SMB · HealthTech · Early-Stage Startups