

JAMES MATLICK

Product Manager | Growth & Monetization | Marketplaces & Budget Engines | B2B SaaS

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SUMMARY

Product leader with 15 years building revenue products, hands-on building AI products since 2024. I built every version of Madison Logic's inventory reservation system (revenue up \$22M) and designed Wellput's order and budget engine (pacing, attribution, budget controls). I align leadership teams and lead organizational change, from the shift to ABM at Madison Logic to AI-first development at Wellput. I build with AI agents every day and direct an AI-agent engineering team.

EXPERIENCE

ChatB2B (ShrinkMyStack), Co-Founder (Product & Technology) **Nov 2025 to Present**

- Built two AI agents for marketing teams that work inside a marketer's AI assistant: Chorus runs synthetic buyer studies; Margo turns a business question into a synthetic survey and a GO/NO-GO verdict.
- Set product strategy and roadmap for ShrinkMyStack, which shows finance and IT leaders their SaaS and AI spend, seats and usage, including AI usage and cost from OpenAI and Anthropic Claude.
- Lead an AI-agent engineering team. AI agents write the code. I set scope, decide what counts as done and approve what ships. Shipped 49 production deploys from Sep 13 to Oct 8, 2026.
- Every feature is tested on real data before release.

Wellput.io, Head of Product **2021 to Sep 2025**

- Helped take the company from pre-revenue to about \$3M in annual revenue as its product leader.
- Led the company's shift from traditional development to AI-first development across onboarding, operations and technology, increasing engineering throughput and enabling more custom solutions for advertisers.
- Designed a modular order and budget engine (pacing, attribution, budget controls) across hundreds of newsletter placements.
- Led the build of an AI automation system for targeting and QA (Python, Google Cloud).

Advisory: Frequency (frequency.media), Advisor, Jun 2024 to Jun 2025: set the ads strategy, business model, technology and go-to-market roadmap for its media business (host-read podcast ad network launched Mar 2025).

ShareThis, Sr. Director of Product **Oct 2019 to Mar 2020**

- Aligned sales, operations, product and tech on a revenue-weighted roadmap.

Madison Logic, New York, NY (B2B intent data & ABM) **2007 to 2019**

- Owned the company's largest client (IBM) and largest publisher partner (IDG) relationships, working directly with their marketing and media leadership.

Director of Product **2016 to 2019**

- Led product portfolio strategy for a \$60M account-based marketing company; improved delivery time 50%.
- Built and directed a 25-person engineering team in India and set up the structure and roles for the UK office, supporting clients across North America, EMEA and APAC.

Senior Product Manager **2013 to 2016**

- Held a leadership role in the company's strategic shift from lead generation to account-based marketing, changing structure, platform and operations.
- Built every version of the inventory reservation system: revenue up \$22M, support costs down \$500K a year.

Technical Sales & Account Manager **2011 to 2013**

- Led sales engineering and client implementations as revenue grew ~60% YoY; grew the partner base from 20 to 300+ and licensing revenue to \$70K a month.
- Led a companywide initiative to restructure departments around functional areas and revenue.

Partner Implementation Manager **2009 to 2011**

- Led client implementations and partner relationships as the company grew from \$1M+ to \$5M in revenue.

Marketing Coordinator; Marketing Manager **2007 to 2009**

SKILLS

Growth: Monetization, pacing and budget controls, attribution, revenue-weighted roadmaps

Go-to-market: Account-based marketing, intent data, packaging, partner and enterprise buyer programs

Tools: Anthropic Claude, OpenAI (ChatGPT, API), Cursor; SQL, Looker, Domo, Tableau; AWS, Google Cloud

EDUCATION

Syracuse University, BS, Finance (2007)