

JAMES MATLICK

Startup Product Leader | AI Products | Tech, Product and Operations

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SUMMARY

Startup product leader who ships fast, works through problems quickly and figures things out on my own. I think like the user, care about quality and build full solutions, and I work well with a team. Today I build AI products with an AI-agent engineering team I direct, and I measure every feature on real data before it goes live. I led Wellput's move to AI-first development across onboarding, operations and technology. I also worked in restaurants for about 8 years through school, so I know who Owner builds for.

EXPERIENCE

ChatB2B (ShrinkMyStack), Co-Founder / Advisor Nov 2025 to Present

- Set product strategy for ShrinkMyStack, which turns finance and IT leaders' spend and usage data into clear answers on what they pay for SaaS and AI tools, what goes unused, and what to cut.
- Built two AI agents that work for marketing teams inside their AI assistant. Chorus runs synthetic buyer studies, and Margo turns a business question into a survey and a GO/NO-GO verdict.
- Lead an AI-agent engineering team. AI agents write the code. I set scope, decide what counts as done and approve what ships. We shipped 49 production deploys from Sep 13 to Oct 8, 2026.
- Set the rule that every feature is tested on real data before release. Name matching reached 1,970 of 1,999 correct before it went live.

Wellput.io, Head of Product 2021 to Sep 2025

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

Advisory: Frequency (frequency.media), Advisor, Jun 2024 to Jun 2025. Set the strategy and roadmap for its new podcast ads business.

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 data and ABM; started in marketing) 2007 to 2019

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

Director of Product 2016 to 2019

- Led product strategy for a \$60M company. Directed a 25-person team and cut delivery time 50%.

Senior Product Manager 2013 to 2016

- Rebuilt the inventory management platform, increasing revenue by \$22M.
- Helped lead the company's shift from lead generation to account-based marketing, including its structure, platform and operations.

Partner Implementation Manager; Technical Sales & Account Manager 2009 to 2013

- Ran client implementations and partner operations. Grew the partner base from 20 to 300+ as revenue grew from about \$1M to \$5M.
- Led a company-wide initiative to restructure departments around functional areas and revenue.

EARLIER EXPERIENCE

Restaurants, about 8 years through high school and college. Server, expeditor, runner and busser.

SKILLS

AI product: AI agents and workflows, testing on real data, release checks, API design

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

EDUCATION

Syracuse University, BS, Finance (2007)