

Zach Arrington

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Product Executive | Operational Leader | 0-to-1 Delivery & Applied AI

Product executive with 15+ years in fast-moving startups, owning product 0-to-1 - strategy, roadmap, and shipped releases - from single-product MVPs to a three-product portfolio carrying most of a company's revenue. Builds the organization around the product as readily as the product itself: hired and mentored PMs, designers, and engineers from zero, designed the sprint cadence, roadmap process, and reporting that made a delivery bar enforceable, and led a 10-person direct org with 50+ indirect reports. Has also run a firm end to end - P&L, budgets, vendor and client contracts - and repeatedly served as the trusted #2 to founders and CEOs, turning intent into priorities, owners, deadlines, and a reporting layer that shows where things actually stand. Specifies and governs production-ready systems, built by AI with careful, human-gated governance where issues and inefficiencies are caught, escalated and documented.

CORE STRENGTHS

Product Strategy, Roadmapping & 0-to-1 Delivery • Multi-Product Portfolio Ownership • Org-Building & Hiring • Customer Evidence & Usage Analytics as Prioritization Input • Applied AI (Agentic / RAG / MCP) with Human Authority Gates • Company Operating Systems: Goals, Ownership, Deadlines • Founder Leverage & Executive Communication • Metrics, Dashboards & Accountability Reporting • P&L, Budget & Contract Ownership • Working Inside Regulated, Supervised Workflows

NOTABLE ACHIEVEMENTS

- **Startup Growth Driver:** Oversaw FieldWatch's 1,064% revenue growth, scaling the product from concept to category leader in supervised field-force communications.
- **0-to-1 Platform Leader:** Shipped BASE Co.'s V1 MVP to production in nine months as the company's first and only product leader; built the product org, the 3D delivery pipeline, and the supporting infrastructure from scratch.
- **Portfolio Owner:** Led development across three products - FieldWatch, EthicsPro, and ReputationWire - that together made up 75%+ of firm revenue, balancing roadmap investment across products at different maturity stages.
- **Applied AI Builder:** Shipped The MTG Oracle, a production-deployed RAG system with custom chunking, retrieval scoring, evaluation heuristics, and Docker deployment, plus Shangri-La, a governed autonomous authoring pipeline with tiered autonomy, canon-referencing retrieval, and human escalation gates - specified, judged, and governed end to end without writing the code.
- **Product & Team Builder:** Built ReUp's product organization from scratch and relaunched its digital-twin flagship on customer evidence, increasing user engagement by 35%.
- **Cross-Functional Leader:** Delivered 40+ programs across 20+ countries, keeping distributed technical, marketing, and compliance contributors in sync on owners, deadlines, and status.
- **High-Impact Fixer:** Took over an underperforming delivery environment at Cornucopias; unified a fragmented backlog, clarified scope, and shipped core backend systems within six months.

PROFESSIONAL CAREER HISTORY

BASE Co. - Head of Product

Austin, TX • Aug 2025 - May 2026

Real estate tech startup building interactive 3D digital-twin platforms that let homebuilders, sales teams, and buyers explore homes, configure upgrades, generate quotes, and transact. One continuous two-year chapter with ReUp below.

- Shipped the V1 MVP to production in nine months as the company's first and only product leader, owning strategy, roadmap, and execution across the full stack.
- Partnered with the CEO as his second: system architecture, investor narrative, priority calls, and the weekly rhythm that kept Product, Delivery, and Sales pointed at the same targets.
- Established a shared Definition of Done and execution standards across three functions, plus the CI/CD, observability, and reliability systems that made the bar enforceable rather than aspirational.

- Translated homebuilder and sales requirements into configuration, quoting, and transaction flows; coordinated engineering, Unity/3D, design, and external modeling partners without formal authority over those teams.

ReUp - Head of Product

Austin, TX · Jun 2024 - Aug 2025

Real estate tech startup delivering interactive digital-twin platforms with embedded services and financing for home buyers.

- Built the product organization from zero: recruited, hired, and mentored a cross-functional team of PMs, designers, and engineers, and set the expectations they were held to.
- Stood up the company's operating rhythm: sprint cadence, roadmap process, documentation practice, and reporting tied to stakeholder OKRs.
- Ran customer feedback loops and usage analytics as the primary input to prioritization; relaunched the flagship platform on that evidence, increasing engagement by 35%.

Cornucopias - Product Director

Remote · Jan 2023 - Jun 2024

Consumer gaming platform with a large distributed engineering organization and an in-product marketplace economy.

- Directed a multi-layered roadmap across backend systems, gameplay, and marketplace features; unified siloed teams through new documentation, a single sprint cadence, and roadmap alignment.
- Selected and implemented the backend stack with engineering leads; delivered core systems under compressed timelines while raising delivery quality.

RightPlace Consulting - COO / Head of Product

Austin, TX · 2020 - 2023

Product consulting and digital marketing firm specializing in compliance, tech, and online reputation management.

- Architected and led development of multiple proprietary client platforms across diverse verticals, from scoping and contract through delivery; acted as product strategist for MainStreet One.
- Ran firm operations end to end: P&L, department and program budgets, vendor and client contract negotiation.
- Hired and managed a 35 person team of developers, and steered the organization through a COVID-era business shift.
- Built and scaled a profitable online reputation management practice from scratch.

Momentum Factor - Program Director → Senior Program Manager

Austin, TX · 2014 - 2020

Compliance-focused SaaS company serving the regulated direct sales and brand protection sectors.

- Owned a three-product portfolio - FieldWatch, EthicsPro, and ReputationWire - accounting for 75%+ of firm revenue, keeping them coherent as a platform rather than three separate tools.
- Worked directly with client compliance and legal teams on what the software had to catch, escalate, and document for supervised field-force communications under FINRA and SEC e-communications review.
- Managed 10 direct and 50+ indirect reports across tech, marketing, and compliance; scaled product teams and internal departments, helping the company land 4 Inc. 1000 placements.
- Directed 40+ programs globally across 20+ countries, running the owner, deadline, and status discipline that kept client-side and internal teams in sync; oversaw FieldWatch's 1,064% revenue growth from concept to market leader.
- Created and hosted the annual FieldWatch Users' Conference in Salt Lake City (150+ attendees, 2017-2020); expert panelist for 4 annual DSLC Summits.

Earlier Roles Prime Wealth Strategies - Director of Operations • National Financial Partners - Senior Compliance Analyst

EDUCATION & COMMUNITY

B.A. in English Literature, Sam Houston State University

Undergraduate Studies at Baylor University • Member: Noble NoZe Brotherhood

Nationally published author at 19 • Working novelist & musician

Volunteer Work: Casita Linda • Austin City Jamz (Founder) • Moonstone Counseling Crisis Response

TOOLS & TECH

Claude / Claude Code • ChatGPT /

Codex • Linear • Jira • Notion • Monday • Asana • HubSpot • Salesforce • Figma • GitHub • AWS • G Suite • MS Office • AWR Cloud • BrandWatch • Unity • Agile/Scrum • AI tooling: RAG and retrieval pipelines, agentic workflows, MCP integrations, evaluation harnesses, guardrail and escalation patterns