

Senior product leadership, *exactly when you need it* — without the full-time hire.

I'm a product leader with 15+ years across AI, fintech, and data-driven platforms. I work fractionally with a small number of teams, helping them decide what to build, what to say no to, and how to ship with discipline — with a structure designed to build your team's capability, not dependency on mine.

WHO I HELP

The AI-pressure team

Under board or market pressure for an AI story, unsure which use cases are real. I separate the valuable from the theater.

The outgrown product function

Roadmap in five heads, shifting priorities, busy-but-stuck engineering. I install the operating rhythm.

The pre-executive stage

Needs VP-level judgment, can't justify the \$250k+ hire yet. Fractional bridges the gap deliberately.

THREE WAYS TO ENGAGE — FLAT PRICING, NO HOURLY METER

PACKAGE	WHAT YOU GET	INVESTMENT
Advisory ~1 DAY/WEEK	Weekly working session plus async access. Roadmap and prioritization reviews, AI investment and build-vs-buy guidance, board narrative preparation.	From \$6,000/mo 3-month minimum
Fractional Product Lead 2-3 DAYS/WEEK	I join your leadership team and run product: strategy, roadmap, delivery cadence, PM coaching, and end-to-end AI/data product decisions — with a hire-and-hand-off plan from day one.	From \$10,000/mo 3-6 month engagements
Sprint FIXED SCOPE · 2-6 WKS	One decision, made well: AI product opportunity assessment, product org audit, 0 → 1 product spec and roadmap, or due-diligence-grade product review.	From \$8,500 fixed fee, scoped up front

THE PROCESS

- 1 Intro call · 25 min**
Your situation, not my pitch. If I'm not the right fit, I'll say so and point you elsewhere.
- 2 Proposal · within a week**
Outcomes, model, cadence, and one flat number. No surprises.
- 3 Kickoff · week one**
Deep dive into product, data, and team. You get my honest read and a plan.
- 4 Operate & hand off**
Weekly cadence, monthly outcome reviews, deliberate hand-off.

BEFORE OUR CALL, IT HELPS TO THINK ABOUT

- What prompted this conversation — why now?
- The one product or AI decision that would matter most if it went well this quarter
- What success looks like 90 days after we start
- Who else on your side should be part of the decision (feel free to forward this page to them)

HOW I OPERATE

Two clients maximum. You get senior attention, not a juggling act.

Discipline over hype. The most valuable call is often what not to build.

Built to hand off. Success is your team no longer needing me.