

Chad Etsell

Head of Product, Engineering & Growth

Denver, CO, United States | [LinkedIn](#) | [Website](#) | [GitHub](#)

AI product leader with 15+ years building consumer and platform products. Hands-on prototyper shipping agentic systems and generative AI features at scale.

EXPERIENCE

Head of Product Oct 2025 — May 2026
Synthetic Turing Experience Technologies

Head of Product Dec 2023 — Dec 2024
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Head of Product, Engineering & Growth Mar 2023 — Present
TurnOn, LLC *Remote*
Built a portfolio of 3 AI-native consumer products spanning generative media, interactive experiences, and taste-based personalization. Designed and shipped end-to-end AI experiences including conversational agents, search, recommendations, and real-time 3D rendering using prompt design, tool/function calling, and RAG on frontier-model APIs. Implemented frontend and backend services in React, Python, and JavaScript, covering generation pipelines, payments, subscriptions, trust & compliance, and analytics. Drove growth across social, paid, and token-incentivized channels through data-informed prompt and guardrail iteration.

Fractional Product Lead Mar 2023 — Present
Independent Consulting *Remote*
Embedded as first product leader across 5 pre-PMF AI startups, partnering with founders and engineering teams to take ideas from concept through prototype to launched features reaching 70K+ active users. Built and open-sourced team-os, an AI-native team operating system with 32 Claude skills, 4 agents, and structured shared-context docs that scales prototyping across a 20+ person matrixed org.

Co-Founder, Product and Go To Market Lead Oct 2021 — Jun 2023
Hotline (SuperLayer Labs) *Remote*
Took a consumer social product from concept to launch with 20K users and 100+ creator partners. Raised \$3.5M pre-seed from SuperLayer Fund, angels, syndicates, DAOs, and VCs. Built the engineering team, ran creator acquisition, and owned GTM end-to-end. Shipped consumer social features through direct user research and weekly experimentation cycles.

Entrepreneur in Residence Oct 2021 — Jun 2023
Superlayer

Director of Product / Senior Product Manager Aug 2017 — May 2018
MindGeek, Inc. *Montreal, Canada Area*
Built, led, and scaled a product team managing 5 product managers and 3 community managers across a consumer suite at 40M+ DAU and \$40M revenue. Drove 20% revenue growth and 44% traffic growth through product velocity, A/B testing, and organic optimization. Established success metrics and experimentation cadence across 5 platforms. Defined long-term vision, quarterly OKRs, and financial planning; promoted to Director in 9 months.

Product Manager Jul 2014 — Feb 2017
Booking.com (Buuteeq) *BookingSuite (formerly buuteeq)*
Launched traffic-generation product and ran 20+ A/B testing and conversion experiments. Integrated onboarding systems into Booking.com's platform during the Buuteeq acquisition, scaling to 60,000+ subscribers (10x growth). Coordinated 3 engineering teams and trained 2 junior PMs.

Product Manager Aug 2013 — Jul 2014
Vibes
Building custom mobile marketing programs for Mobile Solutions Group. Specializing in mobile wallet and API integration, location-enabled projects and iBeacon.

Technical Product Manager Nov 2012 — May 2014
Vibes (Lumata) *Remote*
Managed \$500K+ campaigns and SMS/mobile wallet API platform deployments. Drove 30% growth during acquisition. Owned requirements, system design, and roadmap across 3 carrier-grade integrations.

Product & Business Development Oct 2010 — Dec 2011
Plantain Media
Customer development for mobile marketing agency.

Associate Product Manager / Senior Account Executive Mar 2010 — Nov 2012
DataSphere Technologies Inc. *Remote*

Managed product for web content tools and deployed news platform across 100+ markets. Achieved 125% of sales quota. Balanced product management and sales responsibilities.

Founder

Feb 2010 — Mar 2014

Urban.Ag

Simple, sustainable food and energy on urban rooftops. Acquired March 2014.

Senior Account Executive / Team Lead

Aug 2007 — Dec 2008

Parallels, Inc.

Remote

Managed enterprise, SMB, and education software licensing. Consistently exceeded quota and managed and trained 5 account executives driving \$1M+ annual revenue.

EDUCATION

University of Washington

Sep 2001 — Jun 2005

BA in Political Science

Dean's List

PROJECTS

AI-native team operating system, team-os

An AI-native operating system with 32 Claude skills, 4 agents (router, roadmap-keeper, freshness-auditor, context-manager), structured shared-context docs, and GitHub Actions for weekly freshness checks. Built as a reusable framework for scaling prototyping and AI-first thinking across product, engineering, design, and GTM teams.

AI-native PM lab notebook, pm-workflows

Playbooks, weekly-cadence map for skill usage, prompt libraries, and cross-platform workflow patterns designed as a reference for AI-native product management.

CERTIFICATIONS

Certificate of Accomplishment with Highest Distinction, Udacity

Apr 2012

SKILLS

Product Vision · Product Strategy · Growth Strategies · Product Leadership · Large Language Models (LLM) · P&L Management · Design Thinking · User-centered Design · Cross-functional Team Leadership · Product Lifecycle Management · Go-to-market Strategy · Strategic Partnerships · Web3 · Blockchain · Coaching · Market Analysis · Strategic Planning · Analytical Skills · Thought Leadership · Business Strategy · User Experience · Demos · Interpersonal Skills · Strategy · Marketing Strategy · User Interface Design · Team Building · Business Development · Team Leadership · Web Design · A/B Testing · Machine Learning · Training & Development · Forecasting · Data Science · System Deployment · Creative Problem Solving · Business Analysis · Customer Support · Inside Sales · Enterprise Software · Deployment · Analytics · Project Management · Mobile · Hands-On AI Prototyping · Prompt Design · Tool/Function Calling · Retrieval/RAG · Embeddings · Evaluation Techniques · LLM Orchestration · Frontier Model APIs · Agentic Systems · Python · JavaScript · TypeScript · React · AI-Assisted Development · AI Product Management · 0→1 Concept to Launch · Reusable Patterns & Primitives · Roadmaps · Experimentation · Instrumentation · Success Metrics · System Reliability · Conversion Optimization · Partnerships · Consumer AI Experiences · Conversational Agents · Copilots · Recommendations · Search · Automation · Decision-Support Tools · Creator Platforms · Marketplaces · User Research · Retention · Engagement · Player-Coach Leadership · Managing & Developing Product Managers · Hiring · Performance Management · Career Growth · Stakeholder Management · Executive Communication · Agile/Lean Execution · Guardrails · Failure-Mode Analysis · Privacy & Compliance · Evals