

Mike Rowan

7x Founder

Stonington, ME, United States | [LinkedIn](#)

7x Founder, 3 exits, early vp @ SendGrid responsible for Product R&D (product studio/lab) through our IPO & acquisition by Twilio (~3B). I've launched & operated 4 very different product studios, including Techstars Studio where I served as Chief Product Officer. Back in the day I'd been a co-founder of an ISP and multiple infrastructure security companies.

EXPERIENCE

Chief Technology Officer

Jan 2026 — Present

Shepherd AI

Shepherd is the hybrid law firm for startups. We combine AI-powered technology with experienced attorneys to deliver faster, more transparent, fixed priced legal services for early-stage startups and small businesses. To learn more, please go to <https://www.yourshepherd.ai>.

Founder & Principal

Jul 2025 — Present

Rowan Perspective

Infrastructure perspective from 30 years of building at scale. I help founders and investors see what they're missing, look around corners, and remove roadblocks.

Background:

- Built one of the early ISPs (1994)
- SendGrid: Early team → IPO → Twilio acquisition
- Founding team at GeoTrust → VeriSign/Symantec acquisition
- 7 companies founded, multiple exits
- Operated across startups, public companies, and venture studios

What I Do:

I bring infrastructure and operational perspective to help you see opportunities, anticipate what breaks, and scale from 1 → 3 → 10+. I help you lead by identifying and removing roadblocks—strategic and operational.

I provide perspective through quick sessions, deep engagements, or ongoing partnerships—depending on what you need.

Tech founders: Deep on infrastructure and operations.

Non-tech founders: Technical bridge + operational guidance.

Investors: Portfolio-wide perspective.

→ mikerowan.com

Digital Product Strategy & Innovation

Jan 2025 — Jun 2025

The Baldwin Group

Led digital product strategy and innovation initiatives focused on improving enterprise sales operations.

Work included:

- Designing AI-enabled tools and workflows to improve advisor effectiveness
- Driving operational efficiency across sales platforms and internal systems
- Partnering with business and technology leaders to move from concept to execution

Member

Jan 2023 — Present

PEF Community

A global community of post-exit founders supporting each other on life's endless journey to find purpose, fulfillment, and meaning.

Advisor

Dec 2022 — Present

Parambil

New York, United States

Parambil is an AI-powered knowledge platform built for tort law.

Products on market include automatic case validation, medical chronologies, complaints, fact sheets and more...

Co-founder & CEO

Jan 2021 — Oct 2023

Get Structure

Operations as a service for venture-backed founders.

The operational & financial visibility needed to be a data-driven decision maker. We take care the business & financial operations so founders can lead their business more effectively.

- Accounting & Bookkeeping
- Corporate Setup & Entity Compliance
- Planning & Budgets
- Financial Performance Reviews
- Financial & Data Room Organization
- Mentor Support & Guidance

Chief Product Officer

Jan 2018 — Jan 2020

Techstars

Chief Product Officer responsible for product strategy, execution, and operating discipline across Techstars' product studio venture initiatives.

Primary responsibilities:

- Product strategy, roadmap, and execution across studio platform and programs
- Building scalable product and operating systems supporting founders and teams
- Partnering with leadership, operators, investors, and studios to drive clarity and execution

This work operated at portfolio scale, balancing platform needs, founder experience, and operational discipline.

Additional roles @ Techstars:

- Entrepreneur in Residence (2019–2020), guiding founders w/operational & product support
- Mentor (2016 - ongoing), providing guidance to early-stage companies across cohorts

VP Product, SendGrid Labs (Product Studio)

Jan 2011 — Jan 2018

SendGrid

IPO (SEND) in 2017 & later Acquired by Twilio (TWLO)

Founded and led SendGrid Labs, an internal product studio focused on Product R&D (Horizon 2 & 3) in/validating next generation products for our customers to love and value.

- Multi-channel marketing automation, workflows, APIs and applications
- Data replication & transformation APIs and applications
- Cloud-based load testing platform for APIs and applications
- IOT device deployment and messaging framework
- Email Advertising platform and APIs for multichannel display ad campaigns
- DSP / CDP design, architecture & integrations

Founder / Operator — Product Studios

Jan 2010 — Jan 2020

Self-employed

Built and operated multiple product studio ventures spanning infrastructure, developer tools, and early-stage incubation.

Studios included:

- Stray Labs (acquired by SendGrid) — a developer & infrastructure focused studio building tools and systems-oriented products prior to SendGrid.
- Joy Labs — a venture-focused studio enabling design and development of new software products and early-stage initiatives.
- Hive Hatch — an early-stage investment and venture participation effort focused on structured ideation and founder support.

Across these efforts:

- Led product strategy and 0→1 execution across multiple concurrent initiatives
- Conducted diligence and participated in early-stage opportunities
- Allocated capital and operating resources across portfolio bets
- Owned financial operations, P&L management, and performance visibility
- Built repeatable discovery, delivery, and operating systems
- Operated both as hands-on product leader and strategic decision-maker

Founder & CEO

Jan 2010 — Jan 2011

Stray Labs

Providence County, Rhode Island, United States

Acquired by SendGrid.

A product studio for developer tools/services.

Co-founder & CTO

Sep 2006 — Jan 2011

RatePoint, Inc

RatePoint, founded with other former GeoTrust co-founders to help small businesses collect, manage and promote consumer driven reviews & feedback.

Operators of local business email and survey platforms to support local business growth

Designed and operated reputation api/knowledge graph for local businesses

Designed & Powered API first likeness & recommendation engine for SaaS integration

Head of Product and R&D (founding team)

Jan 2000 — Jan 2006

GeoTrust

Acquired by VeriSign/Symantec (2006)

Digital Certificate Provider (SSL, TLS, S/MIME)

Inventor of domain validated SSL certificates.

Committee of EV SSL Standards

Builder & operators of Anti-Phishing API's and Services Platform (major browsers integrated)

Operators of ubiquitous Certificate Authority platform

Operators of managed PKI, S/MIME services for fortune 100 companies

Co-founder & CTO

Jan 1999 — Jan 2001

mVPN / mPKI

Acquired by GeoTrust

Managed PKI / Digital Certificate & Signing Platform

Software Code Signing Services Platform
First ubiquitous Certificate Authority platform
VPN & S/MIME management platform (Secure Email)
Digital Certificate Provider (SSL, TLS, S/MIME)

Co-founder & CTO

Jan 1994 — Oct 1999

Netsense AS
Internet Service Provider (ISP)
- Operated from 1.5 POP (others had ~6)
- Local dialup & business connections
- Frame relay and network mgmt for State
- DNS management services for large cos and providers
Competed with AOL @ 25/mo for unlimited
Web & Application Development
Infrastructure design and build out (telco pots through digital)

Data / Network Platform Engineer

Feb 1991 — Feb 1997

American Power Conversion (APC)
United States
Designed & built (engineered & product) data collection, monitoring, and reporting infrastructure for ISO standard / compliance.

Army

Jan 1990 — Jan 1998

United States Army Reserve

SKILLS

Healthcare · Health tech · Product Innovation · Operations Management · Product Management · Entrepreneurship · Software Development · Software Engineering · Public Key Cryptography · Coaching & Mentoring · Start-ups · Enterprise Resource Planning (ERP) · ERP Software · ERP Implementations · Oracle Enterprise Resource Planning (ERP) Cloud · Microsoft Dynamics ERP · Manufacturing Process Improvement · Manufacturing · Lean Manufacturing · Manufacturing Engineering · Team Leadership · Strategy · Leadership · Management · Process Optimization (Manufacturing) · Manufacturing Operations Management · Transport Layer Security (TLS) · Crypto · Blockchain · SaaS · Enterprise Software · Ruby on Rails · Java · Ruby · Apache · Git · REST · Software as a Service (SaaS) · Digital Certificates · Cryptography · Leadership Development · Cross-functional Team Leadership · Business Strategy · Business Development · Financial Reporting · Accounting · Financial Analysis · Financial Accounting · Financial Operations · Corporate Venture Capital · Venture Financing · Joint Ventures · Email Marketing · P&L Management