

RUSSELL MILLER

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PRODUCT MARKETING | AI/ML GTM STRATEGY | TEAM BUILDER

15+ years leading B2B product marketing teams, product launches, and GTM strategy. Early fintech veteran—built retail banking SaaS serving thousands of customers. Passed CFA level 1. Deep AI/ML expertise with hands-on experience building Agents, AI and ML systems. Proven track record building and leading marketing teams, driving \$20M+ in launch revenue, and enabling sales organizations. MIT Math graduate who bridges technical depth with commercial impact.

CORE PMM EXPERTISE

- **Market Research:** Deep experience in customer and competitive research to define ICP, positioning, and value props
- **Sales Enablement:** Built collateral, battle cards, and training programs; onboarded sales teams; improved win rates
- **Product Launch:** Led launches generating \$20M+ revenue (SCUF), 15%+ of pipeline (Axial), and 50% traffic growth
- **GTM Strategy:** Developed integrated marketing plans across B2B SaaS, marketplaces, and regulated industries
- **Analyst & Press Relations:** Secured USA Today coverage, Gartner engagement, conference speaking opportunities
- **AI/ML Fluency:** Hands-on with LLMs, RAG systems, ML optimization platforms; can credibly engage technical teams. Built agents used by thousands of customers.

PROFESSIONAL EXPERIENCE

DIRECTOR OF GROWTH & PRODUCT MARKETING | 2025

Axial | B2B Private Capital Marketplace (\$3B+ transaction volume). Led team of 9.

AI Agent Product Innovation

- Architected LLM-powered content optimization system: 18% CTR lift, \$900k+ incremental pipeline
- Evaluated multiple LLM models (GPT, Claude) for production use cases; guided engineering on framework selection

Team Leadership & GTM

- Built and led marketing function: content marketing, marketing ops, design agency, development agency, and dedicated engineer
- Hired and managed content marketing agency, design partners, and engineering contractors
- Owned \$10k+ monthly marketing budget across paid, content, and product initiatives

Product Launch & Sales Enablement

- Launched Business Valuation Calculator generating 15% of owner leads; contributed to 47% YoY qualified lead growth
- Created sales enablement materials used by sales team; onboarded new reps on positioning.
- Rebuilt personas from scratch based on deep customer analysis. CEO revised ICP based on this analysis, led to 7% increase in “Core ICP” growth.

Analyst Relations & Market Intelligence

- Analyzed competitive M&A platforms; developed differentiation frameworks

GENERAL MANAGER / COO | 2021 – 2024

Ryzeo | E-commerce Marketing Automation SaaS

Team Building & Cross-Functional Leadership

- Built and led cross-functional team of 8+: engineering (3), customer success, content marketing agency (2), design contractors, sales consultants, and email account managers

- Hired content marketing agency, design partners, engineering contractors, and account management team
- Full P&L ownership across product, engineering, sales, and customer success

Product Marketing & Sales Enablement

- Analyzed 1,000+ e-commerce prospects via BuiltWith; mapped competitive landscape against Klaviyo, Iterable, Omnisend
- Created battle cards and objection handling documentation; improved win rates 15%
- Launched AI-powered recommendation engine and email copy generator; increased customer engagement and retention

FOUNDER & PRINCIPAL CONSULTANT | 2018 – 2024

Zavient | Digital Strategy & AI Consulting

- Led \$20M+ product launch campaigns for Scuf Gaming (consumer electronics) over multi-year engagement; owned paid media strategy, creative direction, and performance optimization
- Built ML-powered SEM optimization platform using gradient descent algorithms; \$20M+ attributable revenue over 2 years
- Developed PageGenie.ai: RAG-based content platform on Azure for AI-optimized product content at scale
- Created 10+ custom GPTs serving 2,000+ users (SEC EDGAR analysis, workflow automation)
- Sold and delivered \$240k ARR in enterprise marketing and growth consulting

DIRECTOR OF GROWTH | 2014 – 2018

RepairPal | Automotive Marketplace (Cars.com / USAA-backed)

- Designed ML platform for dynamic ad optimization using n-armed bandit methodology: 5x CTR, 18% conversion lift, 40% cost reduction
- Secured USA Today press coverage through direct media pitching; elevated brand credibility
- Led data science partnership with University of Missouri; built predictive lead scoring transforming sales effectiveness
- Implemented executive dashboards; company doubled traffic and revenue during tenure

DIRECTOR OF PRODUCT | WEB & DIGITAL | 2009 – 2013

Texas Instruments | MSP430 Division (\$100M revenue)

- Led product marketing for LaunchPad microcontroller launch; developed competitive positioning vs. Arduino
- Coordinated global product launches across teams in China, Japan, Germany, and India
- Launched TI Deals e-commerce channel: 17% increase in direct sales
- Partnered with Google Shopping: 4x ROI new revenue channel

DIRECTOR OF PRODUCT | 2006 – 2008

Online Resources Inc. | Online Banking SaaS (Regulated Financial Services)

- Led 20+ person engineering team on next-generation lending platform for institutional banking customers
- Managed product development in regulated financial services environment with compliance requirements

EDUCATION

Massachusetts Institute of Technology | B.S., Mathematics

Texas A&M University | MBA, E-Commerce Specialty

TECHNICAL PROFICIENCIES

AI/ML: LLMs (GPT, Claude), RAG Systems, ML Optimization, Prompt Engineering, Predictive Analytics, Agent Architecture

Platforms: Azure, OpenAI, Salesforce, HubSpot, Google Analytics, Tableau, Periscope

Development: Python, JavaScript, SQL, APIs, Data Pipelines