

# The Economic Ledger

## Richard Ewing | Principal Product Economist

*"I don't claim operational wins. I claim financial outcomes."*

# The \$25M Scale Engine

FINANCIAL WIN

## Asset: Flagship ERP SaaS Platform (0-to-1 Scale)

### The State

A nascent SaaS concept with 0-to-1 ambiguity.

### The Intervention

I owned the complete product lifecycle, scaling a concept from zero to market dominance. I installed rigorous **Product Governance Standards** that forced every roadmap decision to pass a financial acumen test.

### The Financial Result

Scaled from **\$0 to \$25M ARR** and achieved profitability ahead of schedule.



# The 200% Growth Turnaround

FINANCIAL WIN

## Asset: Mid-Market Operational Turnaround

### The State

Trapped in a revenue plateau; bleeding margin through "Reactive Execution."

### The Intervention

I took direct P&L ownership and operational command. I dismantled four disjointed silos and reassembled them into a single high-efficiency delivery unit. I implemented a resource allocation model that tied every dollar spent to a strategic outcome.

200%

Year-Over-Year Revenue Growth

\$20M

Total Revenue Achieved

### The Financial Result

Drove **200% Year-Over-Year Revenue Growth** to \$20M.

# The \$5M Strategic Save

FINANCIAL WIN

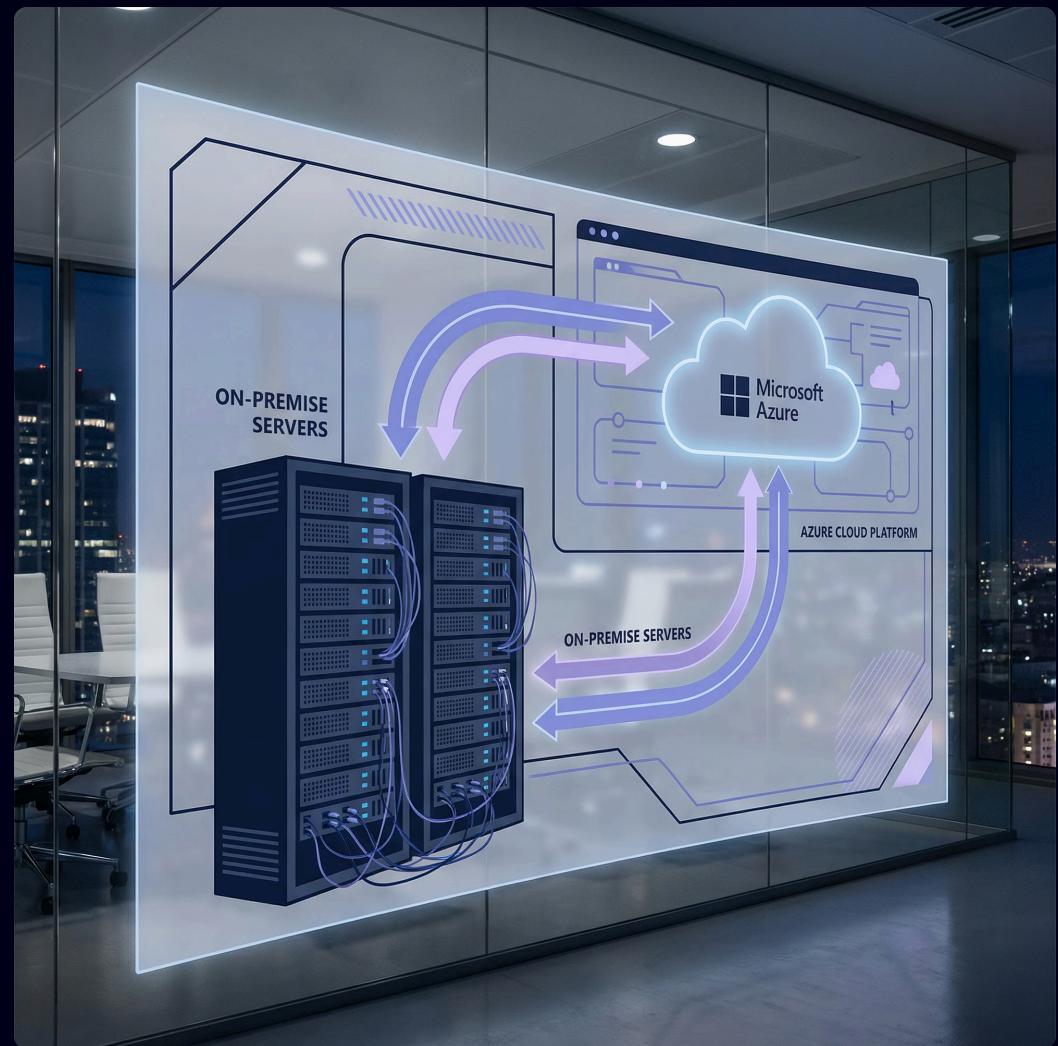
## Asset: Enterprise Professional Services Firm

### The State

Bleeding cash through legacy infrastructure and bloated vendor contracts.

### The Intervention

I orchestrated a complex On-Prem to Azure Cloud migration, treating it as a financial restructuring event rather than just IT. I personally led vendor negotiations to reclaim leverage.



### The Financial Result

Secured a **\$5M strategic cost reduction** directly impacting the bottom line.

# The AI Pivot & Execution

OPERATIONAL WIN

## Asset: Early-Stage Venture Studio

01

### The State

High vision, zero infrastructure. A disjointed organization struggling to operationalize AI.

02

### The Intervention

I transitioned from Board Advisor to Operating Head. I directed a strategic pivot to an AI-centric strategy and delivered an **MVP conversational agent** that automated core finance/ops functions.

03

### The Operational Result

Built the Product Management function from scratch and installed the governance frameworks required for scale.



# The Retention Fix

OPERATIONAL WIN

## Asset: Vertical SaaS Platform

### The State

High growth masked a critical "Churn Leak." Users were leaving as fast as they arrived.

### The Intervention

I diagnosed the root cause was not product *features*, but product *positioning*. I forged a new Go-To-Market strategy and optimized the monetization model based on data, not intuition.



Customer Churn Reduction



User Adoption Increase

### The Financial Result

Slashed customer churn by **20%** and drove a **30% increase** in user adoption, directly compounding LTV.

# The Public Sector Scale

OPERATIONAL WIN

## Asset: Government Infrastructure (7.7M Users)

### The State

High-risk cloud migration with zero margin for error.

### The Intervention

I replaced "Public Sector Slowness" with a data-driven "Metrics Definition" culture. We slashed MVP timelines by 25% while maintaining 99.9% reliability for 7.7 million citizens.

### The Recognition

Awarded the **Governor's "Extra Mile" Award** for exceptional cross-functional leadership.



# The Talent Factory

OPERATIONAL WIN

## Asset: Enterprise Product Organization

### The State

An underperforming team with low velocity and high "bus factor" risk.

### The Intervention

I implemented a "Quantified Prioritization System" to clear a 200-item backlog. Simultaneously, I built a leadership development framework to turn individual contributors into business leaders.

#### Development Velocity

Doubled team output and efficiency

#### Leadership Pipeline

Promoted **8 internal reports** to senior roles

### The Asset Value

Doubled development velocity and promoted **8 internal reports** to senior roles, stabilizing the organizational asset.

*"Past performance is the only reliable predictor of future yield."*

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