

Blake Burch

Technical Product Leader

Data & AI Platforms

 Austin, TX

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TECHNICAL TOOLKIT

Data Storage

- S3/GCS/R2
- BigQuery
- PostgreSQL
- Redshift
- Snowflake
- Databricks

Data Management

- dbt (Cloud/Core)
- Fivetran
- Hightouch
- Hex
- Metabase
- Tableau

AI

- Anthropic
- Cursor
- Midjourney
- Ollama
- OpenAI

Programming

- Bash
- GitHub
- HTML/CSS
- Python
- SQL

Product

- Arcade
- Hotjar
- Intercom
- Retool
- Segment
- Stripe

Web/Design

- Descript
- Docusaurus
- Figma
- Ghost
- Sanity.io
- Webflow

GTM

- Ahrefs
- Apollo
- Clay
- Google Ads
- Salesforce

Productivity

- Airtable
- Linear
- Notion
- Slack
- Zapier

OUTSIDE INVOLVEMENT

ATX Tabletop Event Organizer (2023-Now)

Improv Musician at Hideout (2025-Now)

ATX Data Meetup Organizer (2023-2025)

Board Game World Series Finalist (2024)

Uplimit Data Curriculum Creator (2023)

EDUCATION

 **TCU - B.B.A**
Fort Worth, TX

Majors - Marketing,
Entrepreneurial Management

Minor - Music

10+ years of experience building data-intensive products and B2B SaaS platforms that drive adoption and scale. Entrepreneurial operator known for translating complexity into clear product strategy and execution. Most impactful in mission-driven organizations ready to scale product capabilities through bold, innovative approaches.

WORK EXPERIENCE

Product Analytics Engineer (Feb 2025 - Nov 2025)



First analytics hire for Roboflow, a B2B SaaS platform for building and deploying Vision AI.

- Owned onboarding and activation experimentation roadmap, shipping iterative changes that improved self-serve conversions by 42% in 3 months.
- Defined customer health scores and usage funnel KPIs to enable Engineering, Support, and GTM teams to prioritize product improvements and reduce churn.
- Conducted onboarding calls to increase adoption and drive product recommendations.
- Standardized release instrumentation to ensure measurable feature launches.
- Launched self-serve analytics agents to accelerate product decision-making.

Co-founder, Product & Data (Jun 2019 - Aug 2024)



Shipyard was a low-code data orchestration platform built for enterprise data teams.

- Owned product and platform roadmap, scaling to 4.6M enterprise-grade workflows for 2,600 organizations with 99.9% uptime.
- Designed and launched AI-powered workflow creation features (Words to Workflows, Conversations as Code), reducing time-to-value for new users.
- Led ongoing customer discovery calls, support conversations, and platform usage analysis to prioritize roadmap decisions and define product requirements.
- Expanded platform ecosystem with 155 open-source integrations across 40 data tools.
- Hired and grew a remote team of 11 across Data, Engineering, Marketing, and Sales.
- Evangelized product across podcasts, webinars, conferences, and panel discussions.
- Spearheaded security efforts to achieve SOC2, HIPAA, GDPR, and CPRA compliance.

Head of Data Products (Apr 2018 - Jun 2019)



Data Product Lead (Apr 2016 - Apr 2018)

PMG is a full-service agency that builds in-house technology to power client's digital ads.

- Established the Data Products division to build internal products for account managers to optimize multi-channel marketing campaigns for 30+ enterprise clients.
- Scaled internal data platform processing ~1.2TB monthly across 15 data sources, automating 53k workflows that powered 80% of agency data usage.
- Reported to the CEO, defining long-term strategic vision for internal tooling, data science, predictive analytics, machine learning, and AI initiatives.
- Drove adoption of internal tools with data literacy and SQL training for account teams.
- Pitched agency data products to executives during RFPs, contributing to \$220M+ in annual managed spend.
- Hired and led a team of 12 delivering AI, data science, and automation products.

Sr. Marketing Manager (Mar 2015 - Apr 2016)



Marketing Manager (Jan 2014 - Mar 2015)

- Restructured and maintained the distribution of 90+ global structured data feeds containing over 700k products daily, powering 17% of our client's digital media spend.
- Managed and forecasted global marketing programs totaling \$20M+ in annual spend.
- Drove 70%+ digital revenue growth two years in a row for my client while generating \$500k in yearly agency revenue with only one attributed FTE.