

Brandon R Hayes

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📍 Canmore, Alberta, Canada (Open to relocation; remote preferred)



STRATEGIC OVERVIEW

Leader with **8+ years of building & scaling AI/ML-powered products** from inception to multi-million-dollar. Proven in SaaS, marketplaces, and PLG: generating over **\$2M in revenue (\$600K ARR)**, achieving **1000x adoption growth in 6 months**, and managing **national billion-dollar enterprise partnerships**. Recognized for customer obsession, turning ambiguity into strategy & empowering teams to deliver category-defining products.

EXPERIENCE

Cut+Dry (cutanddry.com), formerly Codify AI — San Francisco, CA (Remote)

Lead Product Manager, previously Sr. PM, PM, BizOps (2021 - 2025)

- Generated **\$2M+ SaaS (600K ARR) & transactional rev**; scaled B2B platform, from **MVP → GA → Scale**.
- Drove **1,000%+ manufacturer adoption in 6 months**, doubling MAU MoM with 28% activation.
- Launched **reward system** powering **1.2M+ transactions on \$7B GMV**, validating PMF & series B story.
- Built **AI ads platform & led multi-billion-dollar partnerships**, securing GA launch & national PR.
- Ran 100+ pilots; a 7-product pilot → **+55% YoY distributor revenue, \$36.3 CAC**; validated new rev model.
- Founded **self-serve portal & AI automation** → **+137% growth, -72% ops cost**.
- Scaled pods of 7+ (eng, design, data, sales, ops) → **125+ features in 30 days**.
- Drove **LLM & GPT development & integrations** with continuous release cycles.
- Validated PMF via **thousands of user interviews & experiments**, shaping UI/UX, strategy & roadmap.
- Represented company at **IFMA President's Conference**, pitching 300+ execs → 10+ enterprise leads.
- Maintained **99.99% uptime, 0 Sev-1 incidents** by enforcing scalable design & ownership culture.

Wayfair (wayfair.com) — Boston, MA

Data Engineer (2020)

- Uncovered pricing bug → **+1.2% conversion lift** via A/B test.
- Automated **Python/SQL** pipelines → eliminated manual reporting; reusable templates to accelerate tests.

EDUCATION

University of Waterloo - **B.A.Sc. Management Engineering (Distinction)** - Entrepreneurship minor (2021)

SKILLS & TOOLS

Product: Zero-to-one → Scale | PLG | PMF | SaaS & marketplaces | retention/activation optimization | GTM strategy

Leadership: Executive Alignment | Team culture | Cross-functional pods | Remote-first leadership | Hiring & mentorship

AI/ML & Data: GPT/LLM integration | prompt engineering | A/B Testing | Data Pipelines | System design & scalability

Design / Collaboration Tools: UI/UX/HCI | Figma | Jira | Confluence | Notion | Slack | Video creation & editing

Fun fact: Once summited Mount Kilimanjaro as a publicity stunt — yes, it closed deals.