

Gary Keeler

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SUMMARY

Product Manager with 14+ years of learning, iterating, and delivering products from ideation to execution across enterprise and healthcare sectors. Currently building AI-powered products using LLMs (Claude, GPT-4, Gemini) and multi-agent architectures in personal projects while integrating AI tools into professional workflows. Self-starter and rapid learner: co-founded 2 startups (Inc. 30 Under 30), launched 5+ products generating \$6M+ ARR, and partnered with sales, operations, finance, and technology teams to deliver results through fast iteration.

KEY EXPERIENCE

- **AI Product Development (Current):** Self-teaching AI implementation by building multi-agent agentic systems. Currently developing RAG-based chatbot (Gemini API) and open-source multi-agent resume generator with keyword extraction, writing, and fact-checking agents. Hands-on with LLMs, prompt engineering, and agent orchestration.
 - **Rapid Iteration & Growth (\$55M Pipeline):** Led enterprise website through 3 release cycles, testing more hypotheses faster by leveraging AI tools for research synthesis and prototyping. Each cycle built on learnings from the previous. Result: 1400% conversion improvement, \$55M pipeline generated through continuous iteration.
 - **Product Launch & Scale (\$6M ARR):** Identified market opportunity through customer discovery. Designed SaaS architecture, iterated based on client feedback, and partnered cross-functionally to launch. Result: \$6M annual recurring revenue (33% business growth), demonstrating ability to learn market and execute.
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WORK HISTORY

Sr Director of Marketing - UX, Brand and Creative | Veranex Solutions | Minneapolis, MN | March 2023 - December 2025

- Led product strategy with focus on rapid iteration and continuous learning across enterprise digital properties.
- **Integrated AI tools into workflows** using ChatGPT, Perplexity, and Claude to accelerate research synthesis, competitive analysis, and content development. Explored agentic creative workflows for multi-format asset generation. Result: Faster iteration cycles enabling more hypothesis testing across 3 release cycles.
- **Combined voice of customer with strategic thinking** conducting 30+ SME interviews to uncover unmet needs. Used research insights to prioritize roadmap decisions and iterate on product

positioning. Result: 1400% conversion improvement, \$55M pipeline through research-validated iteration.

- **Collaborated with sales, operations, finance, and technology partners** aligning 5 business units on product strategy. Established feedback loops for continuous improvement. Result: All projects delivered on-time with zero scope failures.
- **Demonstrated growth mindset** rapidly learning new domains (healthcare, AI tools) and applying learnings to improve outcomes with each iteration.

Director of User Experience | Veranex Solutions | Minneapolis, MN | November 2021 - March 2023

- Built product function from zero, learning and iterating on process with each project across 8 healthcare digital properties.
- **Established voice-of-customer practice** conducting 40+ annual research initiatives. Used insights to inform decisions and improve each iteration. Result: Research-validated roadmap, 50% increase in project renewals through continuous improvement.
- **Proved ability to learn and scale rapidly** growing team 300% (recruiting 6 professionals in 12 months) while building new function from scratch. Iterated on hiring, onboarding, and process with each addition. Result: 3 team members promoted; 100% on-time delivery.
- **Developed product positioning through iteration** testing approaches and refining based on results. Balanced short-term goals with long-term learning. Result: All projects completed on-time, zero scope creep.

Director, Software Practice | Zebra Technologies | Minneapolis, MN | October 2020 - November 2021

- Directed \$18M+ product portfolio, learning enterprise product dynamics and iterating on strategy for 50+ products.
- **Launched new products through customer discovery** identifying productization opportunities by analyzing patterns across 5+ enterprise clients. Designed SaaS architecture with API integrations, iterated based on market feedback. Result: 5 new products launched, \$6M ARR created (33% growth).
- **Partnered with sales, operations, finance, and technology** managing complex stakeholder environments. Learned to navigate large organization dynamics across 50+ concurrent projects. Result: Improved stakeholder satisfaction, on-budget delivery.
- **Demonstrated technology sponge mentality** absorbing new trends and transforming information into product insights. Rapidly learned market dynamics and applied learnings to roadmap decisions.

Design Practice Manager | Zebra Technologies | Minneapolis, MN | August 2015 - November 2020

- Led enterprise product practice, continuously learning from 100+ global clients (Amazon, Walmart, Disney, USPS) and iterating on service delivery.
- **Owned product development from ideation to execution** for 5 major offerings through market research and customer discovery. Iterated offerings based on client feedback. Result: \$3M+ annual revenue, market differentiation.
- **Built internal bridge between teams** partnering with engineering, sales, and operations. Learned cross-functional collaboration and applied those learnings to improve delivery. Result: Service model adopted across 3 geographic regions.

Previous roles: Director of Design at ITR Mobility (2011-2015) — Scaled team from 1 to 5, achieved 85% client retention through client success framework. Co-Founder at On Second Thought (Inc. 30 Under 30) — Built product from concept to market launch, learning startup dynamics firsthand.

EDUCATION

Bachelor of Fine Arts - Graphic Design | University of Wisconsin - Stout | Menomonie, WI | 2011

SKILLS

AI & Machine Learning (Learning/Building)

LLM Integration (Claude, GPT-4, Gemini), Multi-Agent Architecture, RAG Systems, Prompt Engineering, AI-Assisted Workflows, Agentic Workflow Design (Active Development)

Product Strategy & Development

Product Roadmap Development, Product Lifecycle Management, SaaS Architecture, API Integrations, Go-to-Market Strategy, Rapid Iteration, Customer Discovery

Research & Customer Insights

Voice of Customer, User Research, Data-Driven Decision-Making, Strategic Thinking, Market Analysis, Hypothesis Testing

Leadership & Collaboration

Cross-Functional Partnership (Sales/Ops/Finance/Tech), Stakeholder Management, Team Scaling, Bridge-Building, Self-Starter Execution, Growth Mindset

Technical Tools

Jira, Azure DevOps, HubSpot CRM, Power BI, Figma, Git, Perplexity, GitHub Copilot