

Lucas Dickey

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Lifetime product manager, senior operator and technology leader, as individual contributor to mid-level management to founder and board director. From VC-backed in Fernish, to PE-owned in MedianNet, to public behemoth in Amazon.com. Civically engaged, public good-oriented. I was nicknamed “[King of Hacks](#)” for my horizontal extensibility and my ability to [GTD](#).

Primary management experience is in strategy, product management, software engineering, and product design; secondary management experience in growth/GTM marketing, biz dev/partnerships, and customer experience/service.

Exec Summary

Experience & Roles

- 20+ years as PM and product leader; managed cross-functional teams including design, engineering, support, ops, finance, BD, and data science.
- Worked across all stages: Amazon (growth), Thinknear → Telenav (acquisition), Fernish (co-founder), Azibo (CPO), DeepCast (founder, now winding down).
- Known for 0→1 and 1→10 execution, product-market fit hunting, and hands-on GTM.

Highlights by Stage

- Amazon MP3: Early PM from 2007–2012 (launched, internationalized, created new surface areas; pitched S-team on Cloud Drive/Cloud Player; foundation for Amazon Music. First internal consumer of CloudFront and S3 for a consumer-facing application.
- doubleTwist: Built and shipped media managers + novel Android radio features; featured at I/O (first NFC app demo). Learned a lot from DVD Jon on how to push the envelope (see reverse engineering Fairplay DRM, running anti-Apple ad on Market Street Apple store on WWDC kick-off day; reverse engineering Amazon MP3 APIs and launching their own store—which is how I met them)
- Telenav: VP Product post-acquisition; mobile ad buying via RTB.
- Atom Tickets: Principal PM for adtech + data services (Fandango disruptor).

- Rival: Principal PM for event access (rotating QR codes, biometrics) to reduce scalping & increase safety, plus in-venue upsell offers [food, seat upgrades, merch] (TicketMaster disruptor, that TicketMaster bought, ironically).
- Fernish: CPTO/co-founder; scaled to \$45M raised, 10K+ customers, 250+ employees, nationwide ops.
- DeepCast: CEO/CPO founder, Podcast AI infra & summarization (consumer shell now, but still proud of the product impact).

Proudest Achievements

- Launching and scaling Amazon's digital music business from \$0 to \$300MM in 3 years.
- Creating loved consumer experiences at Fernish and DeepCast, plus an amazing culture of excellence at Fernish
- Fast feature shipping and novel user experiences at doubleTwist.

Where I Excel

- Fast prototyping, idea-to-deployment cycles, full-stack lifecycle PM.
- Storytelling to secure buy-in (execs, investors, stakeholders).
- Intuition-driven dot-connector across user, tech, and business layers.
- I thrive in ambiguous 0→1 spaces—especially where GTM, design, and eng overlap.

What I'm Looking For

- Principal IC PM roles in early-stage, R&D-heavy efforts at Labs/AIDA.
- Love early conceptualing, dogfooding, cross-functional orchestration—not prescriptive management.
- Open to DevRel/forward deployment roles—matching bleeding-edge tech to real use cases is a sweet spot.

Projects & Outputs

- [Sound Strategy podcast](#): Human generated, but with DeepCast tech for all marketing, metadata, etc, automation.
- [GitHub](#): Agentic coding, automation tooling, personal prototyping of multiple projects as of late.
- [A-OK.shop](#): AI-generated satire fashion brand. Fully automated storefront (Shopify GraphQL + custom NextJS infra + dynamic game-based discount codes + self-replicating art).
- WIP: [AI-daily news podcast generator](#) with multi-agent workflow (lightweight orchestration layer for researcher, writer, copywriter, fact validator, tone/fit editor); [sleep story E2E pipeline](#).

Favorite Tools as of late

- IDEs: Cursor, Windsurf, Claude Code.
- Models: Claude 4, SWE-1, Gemini 2.5 Pro, o3, phi3, Deepseek.
- Infra/UX: Vercel, Supabase, Github (Actions), v0, Replit, Figma, Codex, AssemblyAI, ElevenLabs, Ollama, Suno, Udio, Granola.
- Workflows: Claude 4 Opus + o3 for BD, M&A, GTM & deck prep.

Full CV

DeepCast / Chief Executive Officer

JULY 2023 - JUNE 2025, LOS ANGELES, CA

CEO & CPO of a podcast intelligence platform/repository for listeners and podcasters alike, leveraging the increased efficacy & reduced cost of SST/ASR tech and the material improvements in LLMs over the last 18 months. (The product leverages AssemblyAI for SST, Claude as LLM, Pinecone as vector DB, OpenSearch for lexical and semantic search, and we're evaluating cheaper SST models like ESPNet or Speechbrain that we can host/manage with Langchain.) We're an application layer business and data layer business alike, built on top of best-in-class AI tech such as Anthropic's Claude. This product is still under development with a target limited public launch date of 12/15.

Azibo / Chief Product Officer

OCT 2022 - JUN 2023, LOS ANGELES, CA

CPO of a Series A-financed landlord management platform for residential real estate owners, with ownership over product management, design, and strategy. Under my tenure, we re-launched the company brand (at www.azibo.com), launched quite a slew of new features (eg. lease generation & e-signature, doc repository, accounting & financial management suite, enhanced security for our neo-bank offering), and supported launch of company podcast (incl. automated content generation & distribution). I hired and ultimately managed three PMs, 1 product analyst, and 5 product designers. Management participant in board meetings. (Volunteered to be laid off as part of 25% company RIF as my team was being cut in half.)

Brass Pen Ventures & Visible Square

MAR 2022 - OCT 2022, LOS ANGELES, CA

For much of '22, I attempted to launch two separate business: Brass Pen Ventures and Visible Square, Inc. The former was a solo GP, micro-cap VC fund. I had \$2MM committed toward the target \$8MM fund, but \$1MM of that evaporated due to the timing of Russia's invasion of Ukraine. Then I attempted to co-found a crowdfunding platform built on Web3 primitives, including writing deal terms to the blockchain, securitizing tokens, creating a 2-sided marketplace with tokenized ID verification. After the third crypto winter, and in the face of 250 VC "nos", we decided the market wasn't interested in this model (just yet).

Artium / Entrepreneur-In-Residence

AUG 2021 - FEB 2022, LOS ANGELES, CA

Bootstrapped new SaaS business concept ("Artium Meta Platform"). Hired first seven

team members (software engineers, quantitative researcher, qualitative researcher, product manager). Leading strategic finance/capital raise, go-to-market strategy, and other zero-to-one activity across incubated business.

Fernish / Co-Founder, Chief Product Officer & Board Director

OCT 2017 - JUNE 2023, LOS ANGELES, CA

I co-founded Fernish with Michael Barlow (CEO) in '17 to make it easier and more sustainable to move between homes for two generations of renters (Millennials & Gen Z) but offering furniture rental as a "circular economy" business. Over the lifetime of the business, I was responsible for software engineering, product management, product design, business intelligence, and data science primarily. As co-founder, senior leader and board director, I also had responsibilities associated with organizational design & development, recruiting, market expansion, shared P&L ownership, investor relations & capital leads, public relations, and many other responsibilities. To-date, we've raised over \$35MM in equity dollars and ~\$100MM in debt facilities, on top of serving tens of thousands of customers across the LA metro area, OC, San Diego, Seattle/Tacoma, Austin, and Dallas (and we're soon expanding into four additional major markets). More about our story, what we stand for, and some media samples [here](#).

I left Fernish in my day-to-day/management capacity in Aug. '21 to pursue the next phase of my professional career as an investor in venture capital and private equity. Fernish was acquired in an ABC process in June '23, and my role on the board was relinquished with the board dissolution on 6/28/23.

Rival / Principal Product Manager

MAY 2017 - OCT 2017, LOS ANGELES, CA

Rival intended to be a direct competitor to Ticketmaster/Live Nation for ticketing, event services, stadium access management and other intra-stadium activities. I owned stadium access as PM, which meant I was doing exciting things with facial recognition, rotating QR codes, and other secure identifiers to reduce scalping, fraud, and security risks. I was also in charge of contemplating in-venue services that could be facilitated by a Rival mobile app. Rival ultimately sold to Ticketmaster (ironically) at the beginning of the pandemic, but I had already left to co-found Fernish well in advance of that. (Acq. by Ticketmaster)

Atom Tickets / Principal Product Manager

FEB 2016 - MAY 2017, LOS ANGELES, CA

Hired to build out and launch the advertising platform for Atom Tickets, as well as a data-as-a-service platform for studios and networks to leverage for retargeting film goers for parks (think Disney), CPG goods (eg. toys & merchandise associated with superhero franchises), sequels, etc, as well as identify optimal channels for subsequent distribution of films post-theater exhibition. The goal was to compete with the monopoly that is Fandango (which is owned and operated by NBCU/Comcast). (Partially acq. by Snap.)

Thinknear / VP, Product

NOV 2012 - JAN 2016, Los Angeles, CA

I joined as employee #10 just prior to our acquisition by [Telenav](#) (TNAV). Thinknear was a “hyper-local, mobile advertising platform”. We served as both “demand-side platform (DSP)” and “supply-side platform (SSP)” via managed service teams (AEs, ops analyst, campaign managers, etc.) and self-service interfaces. I owned PM, design & data science initially, and as the org grew (from <\$1MM annual revenue to \$35MM in 3 years, and 10 employees to 85 with offices across all major media buying markets in the US). I cut 20+ data-as-a-service and measurement SaaS licensing deals to facilitate our business. I also took on other responsibilities, including the ultimate sale of the business unit from Telenav to inMarket, partnering with corp dev and a boutique bank. I also served on the [IAB](#) location, privacy, and OpenRTB working bodies.

[doubleTwist](#) / Head of Product

JAN 2011 - OCT 2012, SAN FRANCISCO, CA & LOS ANGELES, CA

My first foray into the world of VC-backed businesses! doubleTwist was the “iTunes for Android” prior to Google building out a more robust app ecosystem to support media transfer, playback and retailing. We created an app for Android, MacOS, Windows, and Intel’s Taizen OS, HP’s webOS (acquired from Blackberry/RIM), and we won multiple features/awards from Google (incl. placement at early Google I/O events). In my “head of” role, I ultimately owned PM, design, engineering, and customer service, and collaborated extensively in business development (incl. deals with Qualcomm, AT&T, Huawei, TrialPay, and Gracenote) and VC funding conversations.

Amazon.com / Product Manager (from TAM → Integration Mgr → PM)

JULY 2007 - FEB 2011, SEATTLE, WA

I was hired into Amazon to work on Amazon MP3 as a technical account manager and then program manager (technical integration) prior to the US launch of this digital music service, and helped expand into all of Amazon’s EU markets as well as Japan. My primary responsibilities were in catalog operations but I also owned our relationship with the centralized customer experience team. I also managed MP3’s relationship with our customer service teams in Chennai & Western Washington.

Subsequently, I transitioned into a PM role where I collaborated with the department director on Amazon Cloud Drive and Amazon Cloud Player, Amazon’s first foray into “streaming music” and the creation of their consumer storage offering built on top of AWS’s S3. This was a multi-year project that allowed me to work closely with future Amazon Consumer CEO, Jeff Wilke, as well as ultimately present to and get approval from Jeff Bezos. I was steeped in fair use/DMCA (and EU equivalents) for this project, as we were riding a fine line with regards to mitigating publishing rights costs—so I also had the pleasure of working with Amazon legal across three business units and with the company’s General Counsel. I attempted two acquisitions as part of this

project as well. I was a heavy internal user of early AWS products as part of this project (incl. S3, EC2, Route53, CloudFront).

For (some) brevity, I'll stop here, with the exception of:

Many Companies / Advisor & Angel Investor

JUNE 2011 - PRESENT,

Sample companies I've invested in and/or advised include: [Trellis](#) (legal intelligence platform), [Abstract](#) (all-in-one platform for government affairs), [Chatlingual](#), [Dyrt](#), [Lorals](#), [Observant.ai](#), [Nine Sixteen](#) (acq. by Fyllo), [Avisare](#), and Mapfit (acq. by Foursquare).

Volunteer Activity

I've predominantly volunteered—during my last decade in Los Angeles—with organizations focused on: workforce development, pipeline access, entrepreneurship, and similar job creation organizations.

Example organizations include:

- [Westwood Neighborhood Council](#) (Policy Committee & At-Large Board member) & [North Area Neighborhood Development Council](#) (Renter Representative Board member)
- [PledgeLA](#) / [Fund for South LA Founders](#)
- [Annenberg Tech](#)
- [UNITE-LA](#)
- [Riordan College-to-Career \(C2C\)](#)
- [LA-Tech.org](#)
- [Bixel Exchange](#)
- [Grid110](#)
- [SoCal Tech for SoCal Hospitals](#)
- [IAB](#)