JEREMY TILLMAN

Product Executive • Fractional Leader • AI Product Builder

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SUMMARY

AI-native product executive and product builder with a track record of launching agentic products across B2B and B2C markets. I blend product strategy with hands-on prototyping, workflow automation, and LLM-driven systems design, bringing experience across 0→1 execution, growth-stage leadership, and full-spectrum business operations including P&L ownership, monetization, GTM strategy, and scaling distributed teams. I lead product work through Moonfoot Labs and have supported organizations including 25madison and Innermap.ai, helping teams ship the right product quickly—and scale it intelligently.

EXPERIENCE

Co-founder & Managing Partner｜Head of Product

Moonfoot Labs

📅 01/2025 - Present   📍 Remote

🔗 moonfoot.co

Moonfoot Labs is an AI-native product studio that partners with founders and early-stage teams to identify high-leverage opportunities and turn them into validated, scalable products using LLM workflows, rapid prototyping, and lean product operations.

- **Opportunity Identification:** Researched and evaluated early-stage product concepts to identify high-potential Labs projects aligned with market gaps and AI leverage.
- **Internal Products:** Led development of **AuthMonster**, a brand-forward B2C 2FA security app (alpha), and early R&D for **Icarus Lens**, a prosumer AI product-intelligence platform targeting a 2026 launch.
- **Rapid Validation:** Built and tested high-fidelity low-code prototypes using Replit and Lovable to accelerate learning and de-risk product bets.
- **Product Leadership:** Provided hands-on product leadership to founders and early-stage teams, blending strategy with execution.
- **Product Systems:** Created the **Moonfoot Method** and supporting playbooks (Moonbook, Validation Playbook) to operationalize AI-era product development.
- **Go-to-Market Readiness:** Designed early monetization hypotheses, PLG mechanics, and launch criteria to ensure Labs products are built with revenue and scale in mind.

Fractional Head of Product

Innermap

📅 02/2024 - Present   📍 Remote

🔗 innermap.ai

Innermap is an AI mental health startup delivering Emotion Focused Therapy through an agentic conversational platform built on large language models (LLMs) such as ChatGPT.

- **Product Vision:** Defined product vision and roadmap for an **AI therapy platform** grounded in emotional modeling and clinically informed dialog flows.
- **MVP Delivery:** Led MVP development and beta testing using **rapid build-test-learn** sprints
- **Product Operations:** Built product operations and agile systems to support rapid iteration.
- **PLG & Monetization:** Designed **B2C subscription** model, PLG onboarding flows, and early retention mechanics.
- **Product Launch:** Launched the B2C product, acquiring first active users and paying customers.
- **B2B Platform Strategy:** Defined strategy for the Therapists Platform, including **prosumer growth motion** and B2C2B business model design.
- **Fundraising Support:** Partnered with leadership on early fundraising narrative, product positioning, and investor-facing materials.

Fractional Product Lead

25madison

📅 04/2025 - 01/2026   📍 New York, United States

🔗 25madison.com

25madison is a venture studio that partners with founders and enterprises to incubate and launch new technology companies.

- **Portfolio Leadership:** Supported **8 AI-first B2B SaaS incubations** across a portfolio of 0→1 ventures in industrial operations, logistics, analytics, professional services, and other underserved verticals.
- **Product Strategy:** Defined product vision, problem spaces, and early roadmaps to guide early execution.
- **Validation Systems:** Designed JTBD-informed validation plans and **rapid learning cycles** to reduce early-stage risk.
- **Product Operations:** Established lean product ops to accelerate iteration and cross-team alignment.
- **Founder Coaching:** Coached founders and cross-functional teams on **modern, product-led practices**.
- **Cross-Portfolio Insight:** Applied cross-portfolio learnings to help teams avoid common 0→1 failure modes and converge faster on viable product directions.

EXPERIENCE

VP of Product
Pavilion

📅 01/2022 - 11/2023   📍 Remote

🔗 joinpavilion.com

Pavilion is a global professional learning community offering courses, events, and a digital platform for go-to-market leaders.

- **Product Vision:** Rebuilt product **vision and roadmap** using market research and customer insights.
- **Team Leadership:** Led a cross-functional team of 7 across product, engineering, and design.
- **Platform Launch:** Launched **Pavilion Digital**, improving **retention and revenue performance**.
- **Executive Partnership:** Partnered with CEO and board on strategic initiatives, OKRs, and monetization.
- **Growth Analytics:** Leveraged business analytics to **drive membership growth** and optimize LTV.

President, Head of Product & Marketing
Ghostery

📅 10/2014 - 09/2021   📍 New York, NY

🔗 ghostery.com

Ghostery is a privacy technology company known for its browser extensions, privacy browsers, and search products used by millions worldwide.

- **Product Portfolio:** Directed development of privacy browsers, extensions, mobile apps, and a search engine.
- **P&L Ownership:** Owned P&L, financial strategy, forecasting, and operational planning.
- **Revenue Expansion:** Launched new revenue lines including subscriptions, private ads, and search partnerships.
- **AI Integration:** Integrated early AI-driven privacy technology into core products.
- **Growth & PLG:** Grew user base to **7M MAU** through PLG tactics, MarTech innovation, and UX redesigns.
- **Exits & M&A:** Drove two successful exits: **sale to Cliqz** (2017) and asset **sale to Brave** (2021).

SKILLS

Technology Platforms

| Web Apps | Search & Browsing Technology | Browser Extensions | Desktop Apps | iOS | Android |

AI Product Development

| LLM Systems | AI Workflows | Prompt Design | Rapid Prototyping | Replit | Lovable | Cursor |

Product Operations

| Agile / Scrum | Jobs to be Done (JTBD) | Roadmapping | Research Automation | Linear | Jira | Notion |

Business Strategy & Leadership

| P&L Ownership | Product-Led Growth | GTM Strategy | Business Model Development | Team Scaling |

EDUCATION

BSE, Civil & Environmental Engineering
Princeton University

MS, Civil & Environmental Engineering (Structural Focus)
Stanford University

Stanford LEAD: Corporate Innovation Certificate
Stanford Graduate School of Business / Executive Education

Continuing Education in Product Management
Reforge