

# Greg Harris

Senior Product Manager - AI and MLOps

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B2B & B2B2C AI Product Manager who transformed use of customer data in auto insurance and drove innovation 0 -> 100 in banking compliance

## SKILLS

**Strategy:** Product Design, Product Roadmap, Lean Flywheel, Product Development Life Cycle, Agile

**Business:** Business intelligence (BI), Customer Support, CRM, GTM

**Technologies:** LLMs, MCP, RAG, API, Customer Data Platform, SQL, AWS, GCP, RBAC, AI/ML, ETL

**Tools:** Tableau, SmartSheet, Salesforce Marketing Cloud, Optimizely, Google Analytics, Jira, Confluence, Asana, Trello, Slack, Zoom, ProductBoard, ProductPlan, Figma, Snowflake

## WORK EXPERIENCE

### Senior Product Manager - ML Ops

11/2023 - Present

Zeta Global - Marketing Intelligence, San Francisco, CA

- 0 -> 1 product lead for Marketer Workbench, an LLM (ChatGPT and Claude) chatbot for creating audience models. Enabled marketers to bring their proprietary consumer data and slice Zeta's Social Graph by industry vertical, geography, and demographics for high efficacy conversion, churn, and LTV models.
- Generated 4 early adopters within 9 months of initiative kickoff.
- Provide audience models to most of the Fortune 500, enabling high-intent consumer targeting and personalized e-commerce experiences.

### Senior Product Manager

07/2021 - 10/2023

Quanata - Usage-based Auto Insurance -, San Francisco, CA

- Created business case for use of flow of traffic speed data integration for driving safety insurance discounts from API platform to marketing rollout, increased ARR by \$8MM
- Boosted growth through marketing funnel optimization, 15% conversion lift, leveraging data-driven ideal customer models, and generating alignment across the organization
- Innovated customer data architecture for underwriting data products with ROI of 5-7%

### Senior Product Manager

Revio - Banking Anti-Money Laundering SaaS - New York, NY

05/2018 - 04/2021

Product Manager, Machine Colony - intelligent bots - New York, NY

09/2016 - 04/2018

- Integrated user research and machine learning in an AML/fraud detection case investigative UX with AI transaction monitoring dashboards, shortening case resolution time by 17%
- Drove user discovery and solution consulting for 3 early adopters, accelerating time to market by 3 months
- First product manager at Machine Colony, crafted product vision and launched MVP in 7 months, chosen as 1 of 19 out of more than 1,000 companies for funding, support, and guidance at Dubai Future Accelerators (run by Tech Stars alums)

- Conceived, proposed, and closed first major client engagement pre-product, through slide decks and a streamlined demo UX
- Market Strategy focused on Tier 1 enterprises, enabling optimization of asset prices that increased revenue by 12.5%, enhanced NPS by 11 points, and reduced CAC by 7%.

**Product Owner**

10/2014 - 09/2016

Institute for Health Metrics and Evaluation, Seattle, WA

- Conducted user research in support of product specification for a cost-effectiveness modeling application, drafted user stories and partnered with the cluster's faculty sponsor
- Became SME for the cross-functional team on Agile/Scrum methods, led sprint planning
- Wrote user guide, glossary of terms, and training materials, trained stakeholders

INDUSTRY INVOLVEMENT

**Technical Lead**

05/2021 - 06/2021

Aggregate Intellect - AI workshops and practitioner community - San Francisco, CA

- Headed the Aquanty Product Challenge, an innovative computer vision + IoT pilot
- Guided 3 distributed teams to deliver submissions that meet customer data quality needs
- Incorporated client lead's feedback to align competition deliverables with business growth

**Board Member**

04/2018 - 04/2022

New York Artificial Intelligence, New York, NY

- Led programming for applied ML use cases in financial services and insurance through the board of a regional AI industry association
- Built a hub for AI/ML events and leadership
- Invited speaker with several figures applying ML to financial services use-cases: [nyai.co/17-2](http://nyai.co/17-2)

EDUCATION

**University of Pennsylvania**, Philadelphia, PA,

Master of Arts – Demography

Taught undergraduate statistics courses

Master's research used social network analysis to model how professional practices diffuse through nurses working across varied practice settings, using data from the National Health Interview Survey on diabetes care

Benjamin Franklin Fellow

**Florida State University**, Tallahassee, FL,

Bachelor of Science – Demography

**Scrum Alliance** Remote, Certified Scrum Product Owner