

KYLE KELLY

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SUMMARY

Product manager who has taken 5 products from spec to launch: leads offshore and in-house engineering teams, runs fast user feedback loops, and uses Gen AI and agentic workflows to ship at the speed of a much larger team. 2X founder.

PROFESSIONAL EXPERIENCE

Head of Product, Weeknd

2023 – Present

- Built a 1,600-brand sponsor database from a trade-show platform lacking export capabilities; deployed AI-driven automation to scrape 18,000 exhibitor products, extract key contacts, and rank brand alignment with partner communities
- Designed and launched an AI pipeline with autonomous agents matching inbound events with best-fitting sponsors and tailoring pitches for automated cold email campaigns; landed 10 sponsorship deals within the first month of launch and \$100K in product distribution within 6 months
- Led Weeknd’s two-sided sponsorship marketplace (Relay) from concept to production; designed and launched core features including account management, messaging, Luma/Partiful integrations, AI-driven match scoring, and admin dashboards
- Accelerated delivery with Claude Code building and Codex reviewing code and prompts before large changes: 400+ commits, 68 database migrations, and 300+ automated tests in 5 months
- Diagnosed a production database drift silently blocking brand offers; added CI that applies migrations before every deploy
- Managed 2 in-house engineers, 2 engineering interns, a 5-person vendor team in Pakistan, and 10+ design interns; wrote user stories and acceptance criteria and ran sprint planning to hit launch deadlines
- Ran feedback loops with hosts and brands through surveys and user research, shipping iterations within days, including a no-signup “link drop” flow in under 3 days; helped raise the seed round

Product & Engineering Consultant, Premium Audit Disputes (PAD)

Aug 2026 – Present

- Designed an in-house AI system on Claude, built on the CEO’s domain expertise, that flags premium audit errors and compiles dispute reports, cutting billable hours per dispute in half
- Shipped technical SEO that took the site to #1 on Google for “premium audit dispute” and other key terms within weeks
- Validated the product within weeks of launch with the first paid engagement, recovering \$28K for the client

BizOps Consultant, PM Social Club (PMSC)

2025 – Present

- Advisor to the founder of PMSC, a vetted community of 750+ top Bay Area PMs
- Landed the first paid partnership for Constellation Labs, PMSC’s program for helping PMs get hired, placing 10 PMs as paid consultants and generating \$25K in revenue

Founder, HuddleBoard

Oct 2019 – Jan 2022

- Launched huddleboard.io, a new-hire assistant for learning names and answering onboarding questions, known for “getting onboarded in minutes rather than months”
- Managed overseas contract developers through build and launch, owning specs, priorities, and delivery timelines

Teacher, Teachers on Reserve

Mar 2016 – Aug 2019

- Led discussions for classes in underserved communities for 3+ years, making content reachable and relatable across backgrounds and learning levels
- Trusted across multiple schools for high emotional intelligence and flexibility, building rapport with students and staff in varied school cultures

SPECIALIZED TRAINING

Claude Code in Action, Anthropic	Cert. ID FINPLSLFJPIC
NVIDIA Inception Program, NVIDIA	Recipient
AWS Activate Partner, Amazon Web Services	Recipient
Foundations of Project Management, Google	Cert. ID 9DRK9P77BL4J
Foundations of User Experience (UX) Design, Google	Cert. ID HBBCS7KUBYC3

EDUCATION

Bachelor of Arts, Political Science, University of California, Davis

SKILLS

- **AI & Technical:** Claude Code, Codex, LLM Pipelines, Prompt Design, Cloudflare, Swift, AppsOnAir, Twilio, TypeScript, Next.js, SQL, Supabase/Postgres, Vercel, GitHub Actions, Gmail API
- **Product:** Roadmapping, User Stories, Sprint Planning, User Research, Vendor/Offshore Team Management, A/B Testing, Pricing, Go-to-Market, SEO, Figma, Notion