George L. Roots

Product Builder | AI & Full-Stack Product Leader

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Product-minded builder and engineering leader with 15+ years taking products from zero-to-one, seeking a high-ownership Product Builder or Founding Engineer role. Proven track record operating across product strategy, UX/UI design, and full-stack AI engineering to ship customer-facing software rapidly. Experienced leading cross-functional squads and building solo—bridging user discovery, AI-native prototyping, growth telemetry, and production-grade distributed systems.

SELECTED 0-TO-1 PRODUCT BUILDS

Independently conceived, designed, architected, and shipped four production SaaS, consumer, and mobile products end-to-end using AI-native workflows (Claude Code, Cursor)—featuring multi-tenant enterprise security (SAML SSO, RBAC, audit logs) and custom Model Context Protocol (MCP) servers.

Founder & Solo Builder — PlanningSync (pointstuff.com) — Shipped 2025 – 2026

AI-native Shape Up planning and hill-chart execution platform for product and engineering teams.

- **50-Person Org Adoption at SalesAI:** Created to solve product delivery visibility at SalesAI, scaling daily adoption across **20 engineers and a 30-person product organization**—serving as the single source of truth in weekly all-hands reviews to present live hill charts of all open Shape Up bets.
- **Semantic Scope-Coverage & Estimation AI:** Engineered a structured-output LLM analyzer that audits planned work against Confluence pitches to flag uncovered concepts and “rabbit hole” risks by meaning, paired with historical confidence-scored estimation suggestions.
- **Zero-Friction Telemetry & Opinionated UX:** Connected GitHub PRs/commits and two-way Jira sync to update hill charts automatically, while shipping high-taste product calls including explainable tag suggestions, auto-fading stale bugs, and noise-free stakeholder views.

Creator & Product Builder — Im Pretty Amazing (imprettyamazing.com) — 2025 – Present

Cross-platform career momentum and workplace win-celebration app across Web, iOS, Android, and Slack.

- **Multi-Platform Consumer & Squad Ecosystem (100+ Users):** Conceived, designed, and scaled a cross-platform product to 100+ users across **Web, iOS, Android, and Slack**, complete with automated iOS/Android mobile CI/CD release pipelines.
- **Custom Product Analytics & Growth Engine:** Built an internal admin telemetry suite tracking **DAU/MAU stickiness, D30 retention, K-factor referral loops, and monthly retention cohorts**—separating passive visits from active “write actions” and social vs. private engagement.
- **Full-Stack, Brand & PLG Ownership:** Owned brand identity, UI/UX design, mobile/web architecture, OAuth integrations, and continuous user feedback triage to drive iterative product-market fit.

Founder & Solo Builder — MeetingSync (A Smarter Meeting) — Shipped 2025 – 2026

(asmartermeeting.com)

AI-native meeting workspace for 1:1s, team syncs, and OKR alignment with multi-model LLM cost routing.

- **Provider-Agnostic LLM Routing & Cost Control:** Built and shipped an AI-native SaaS platform for 1:1s, team meetings, and OKRs featuring multi-model routing (OpenAI, Anthropic, Gemini) by task, tier, and token cost with response caching and deterministic non-AI fallbacks.
- **Agentic Workflows & Deep Ecosystem Sync:** Shipped natural-language scheduling, Zoom transcript action-item extraction with confidence scores, and an in-app agentic assistant alongside bidirectional Google Calendar, Microsoft 365 Graph, and Slack integrations.
- **Monetization, GTM & Security Audits:** Defined Stripe tiered pricing, meeting-quality scoring models, UX audits, GTM/beta acquisition plans, and SOC 2 readiness—hardening tenant isolation via field-level encryption, MFA, and self-run security audits.

Founder & Full-Stack Builder — Find A Meeting Spot (findameetingspot.com) Shipped 2025 – 2026

Consumer scheduling utility optimizing fair midpoint venues by real-time driving duration and calendar availability.

- **Zero-Friction Link Loop & Monetization:** Designed, built, and monetized (Stripe subscriptions) a consumer scheduling app where two parties coordinate a midpoint venue via single-use shareable links—eliminating signup friction for invitees.
- **Algorithmic Fairness & Privacy-First Scheduling:** Engineered a travel-time fairness ranking engine (Google Places/Distance Matrix minimax & balance optimization, opening-hours filtering) paired with privacy-preserving Google Calendar FreeBusy slot intersection.

EXPERIENCE

Sr. Engineering Manager & Product Architect — SalesAI April 2025 – October 2026

- **0-to-1 Platform Rebuild:** Led 11–13 engineers, QA, and designers through a 6-month full-stack rebuild of the core AI sales platform, shipping a React 19/Next.js 16 product experience backed by 30 microservices.
- **Low-Code Visual Builder:** Designed and shipped a visual drag-and-drop workflow automation builder enabling non-technical users to create complex sales sequences with 9 step types and 7-way call outcome routing.
- **Multi-Modal AI Product Launches:** Integrated OpenAI GPT-Live for real-time voice AI, launched conversational SMS as a second AI engagement channel, and shipped automated data extraction.
- **Customer & Ecosystem Integrations:** Partnered directly with product, design, and customers to translate business goals into shipped features across HubSpot CRM, Twilio telephony, and LiveKit real-time AI agents.
- **AI-Native Velocity & Architecture:** Accelerated shipping speed via an NX monorepo (40+ projects), auto-generated TypeScript API clients, and an event-driven GCP architecture (Cloud Pub/Sub, MySQL/Redis, Terraform across 42 modules).

Engineering Manager — CompanyCam June 2022 – August 2024

- **Rapid Prototyping & Innovation:** Founded and led company-wide quarterly hackathons, driving 3 proof-of-concept prototypes directly into the production product roadmap.
- **Growth & Core Product Delivery:** Led the communication and growth squads to ship a redesigned notification system serving 200,000+ customers and drove continuous feature innovation on the primary CompanyCam application.
- **Execution Predictability:** Partnered with Product Management to define roadmaps and forecast business value, turning around delivery reliability so the team went a full year without missing a release deadline.

VP of Engineering — InternX February 2019 – March 2022

- **3-Month Business Model Pivot:** Architected and executed a rapid 3-month transition from an in-person service to a fully digital SaaS interview platform during the pandemic, preserving access for university partners including Harvard, Georgetown, and Purdue.
- **Cross-Functional Product Ownership:** Led a multi-disciplinary product org (Engineering, PM, Design, QA) to define product strategy, build consensus, and ship core SaaS capabilities.

Earlier Engineering & Product Leadership — CoreBT, Upper Hand, Costello, USA Football April 2015 – June 2022

- **Senior Data Engineer | CoreBT (2021–2022):** Built a Python API, Snowflake/Snowplow ETL pipelines, and OpenTelemetry/Grafana observability dashboards to predict municipal ACH payment validity for analytics and ML workflows.
- **Sr. Frontend Engineering Manager | Upper Hand (2018–2019):** Aligned cross-department product roadmaps and architected a modular component library strategy enabling a 75% refactor of a 5-year-old legacy SaaS platform.
- **Sr. Frontend & Full-Stack Developer | Costello & USA Football (2015–2018):** Led client UX/design presentations, requirements discovery, reusable data visualization libraries, React UI architecture, headless CMS plugins, and CI/CD pipelines.

SKILLS & TOOLKIT

Product & Growth Craft: 0-to-1 Product Discovery, Shape Up Methodology, Product Analytics (DAU/MAU, Cohort Retention, K-Factor), Pricing & Monetization (Stripe), Rapid Prototyping, UI/UX & Brand Design, GTM & PLG Loops

Full-Stack, Mobile & AI Engineering: React 19, Next.js 16, iOS & Android (Mobile CI/CD), TypeScript, Node.js/Express, Python, Java Spring Boot, Multi-LLM Routing (OpenAI, Anthropic, Gemini), AI Evals & Guardrails, LiveKit, REST/gRPC, SAML SSO/OAuth2

AI-Native Dev Workflow: Model Context Protocol (MCP Server & Client Architecture), Cursor IDE, Claude Code CLI, Playwright E2E Automation

Cloud, Data & Security: GCP (Cloud Pub/Sub, BigQuery, Vertex AI), AWS, Render, Terraform/Terragrunt, PostgreSQL, MySQL, Redis, Docker, RBAC & SOC 2 Readiness

EDUCATION & CERTIFICATIONS

Bachelor of Science in Computer Graphics Technology (Interactive Multimedia) — Purdue University, West Lafayette

Certifications: AI Product Manager (IBM, Dec 2024) • Google AI Essentials (Nov 2024) • Data Analysis & Visualization with Python (Microsoft, Jan 2025) • Python for Data Science, AI & Development (IBM, Jan 2025)