

Zach Donnerfield

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Forward Deployed Product Manager | Applied AI

I embed with enterprise customers, build and deploy AI solutions against their hardest problems, and feed what I learn back into the product. For the past year I have run that loop repeatedly on one enterprise product surface: prototype against real customer needs, drive it into the platform with product and engineering, run the beta, ship, iterate.

EXPERIENCE

CreatorIQ San Francisco, CA

May 2021 - Present

Forward Deployed Product Manager (Strategic Services)

Aug 2025 - Present

- Prototyped a redesigned competitive-benchmarking dashboard that the product team adopted and shipped as an official platform release, closing a backlog of long-standing enterprise customer requests tied to roughly six figures in ARR.
- Drove an internal LLM prototype into a customer-facing beta, partnering with product and engineering: the feature analyzes a brand's top creator posts and extracts the products, sub-brands, and campaigns behind competitor results.
- Owned applied-AI quality for that beta: trust and disclaimer UX, empty and error states, evaluation with labeled datasets and prompt versioning, false-positive handling, and hands-on validation of output quality across languages.
- Ran the structured early-access program with 8-10 major global beauty and CPG brands: feedback surveys, deep-dive calls, and defined accuracy thresholds before expansion. Customers asked to add the feature to monthly reporting.
- Designed and shipped a 7-tool internal AI suite that replaced spreadsheet-based customer, research, and outbound workflows: LLM orchestration (n8n), plain-English analytics through an MCP integration, third-party analytics APIs, and production reliability patterns. Config-driven, so analysts create new report types without engineering.
- Contributed to a Strategic Services team that delivered roughly \$970K in quarterly services revenue (88% of a \$1.09M target), including report SKUs productized from my own automation work.

Senior Research & Insights Manager

Mar 2023 - Aug 2025

- Built an LLM content-enrichment system (50+ node orchestration pipeline, multimodal analysis, batch processing) that was adopted into the official product roadmap and later shipped as a customer-facing platform feature.
- Productized annual competitive reports into standardized SKUs with automated charting, programmatic deck generation, and LLM-drafted insights, cutting production from 40 hours to 5 per report; closed 5-6 deals under the new pricing.
- Won 1st place in the company hackathon with a natural-language campaign generator; built the backend in 7 hours; the concept was added to the official product roadmap.

Content Marketing Manager, promoted to Senior Content Marketing Manager

May 2021 - Mar 2023

- Owned content and research programs; built the insights practice that grew into the AI systems work above.

Karbo Communications Content Creator & PR Coordinator

Jun 2019 - Oct 2020

SKILLS

Applied AI: LLM orchestration | prompt architecture | LLM evaluation (labeled datasets, regression testing, prompt versioning) | RAG | MCP integration | agentic workflows | multimodal enrichment | model cost, latency, and quality tradeoffs

Product: 0-to-1 prototyping | enterprise beta design | customer discovery | AI trust UX | roadmap influence | pricing and SKU design | services productization

Building: AI-assisted development of production internal tools | API integration (Salesforce, Gong, analytics platforms) | n8n | Highcharts | Google Slides API | client-side data processing

EDUCATION

B.S. Journalism, California Polytechnic State University, San Luis Obispo