

MICHAEL KALMAKIS

AI Product Executive | SVP / VP / Head of Product | Building ML & AI Products Since 2013

Boston, MA | [linkedin.com/in/kalmakis](https://www.linkedin.com/in/kalmakis)

EXECUTIVE SUMMARY

Product executive with 15+ years leading AI/ML platforms and enterprise SaaS. Executive team member at True Fit, leading a 10+ person Product, UX, and Analytics organization to \$30M+ EBITDA growth; owned the company-wide roadmap at Evertune, scaling a seed-stage AI startup's ARR 10x in one year. Building ML and AI products since 2013, from Spotify's personalization & playlisting engines to LLM-era analytics, with hands-on depth in Python, RAG pipelines, and LLM evals.

CORE COMPETENCIES

Product Management • AI/LLM Product Strategy • Generative AI & Agentic Systems • RAG & LLM Evaluation (Evals) • Machine Learning (ML) Personalization • Product Vision & Roadmap • Go-to-Market Strategy • P&L Ownership • Cross-Functional Leadership • Enterprise SaaS (B2B, B2B2C) • Product Analytics & A/B Experimentation • API Platforms • Zero-to-One & Scale

PROFESSIONAL EXPERIENCE

Evertune AI | *AI brand analytics: how LLMs perceive and recommend brands*

Remote/New York, NY | 6/2025 - 6/2026

Senior Vice President of Product Management

- Scaled seed-stage Answer Engine Optimization startup's ARR 10x in 12 months as the sole product hire
- Owned the company-wide roadmap, shipping 130 epics via bi-weekly force-ranked prioritization across sales, customer service, marketing, engineering, and data science; led sprint planning and resource capacity allocation
- Directed day-to-day UX design; mentored teammates across engineering, data science, sales, and customer service
- Drove enterprise revenue, converting platform trials to contracts for Novartis, BMW, Apple, and Disney
- Set technical product direction for the frontier-model upgrade engine, integrating every major LLM and AI assistant (GPT, Claude, Gemini, Llama, DeepSeek, Copilot, Perplexity) within days of release, with evals across global markets
- Architected citation analytics pipeline: RAG-based relevance scores with content classification of AI chatbot answer sources
- Built and deployed Tuney, an internal AI analyst on the Claude API: an agentic tool-use loop with 70+ tools across session analytics, platform data, and the codebase, with tiered Haiku/Sonnet/Opus model routing; also built Python prototypes with Claude Code (agentic data analyst, LLM fact checker, AI site audit tool) that data science and engineering productionized

Kalmakis Product Advisory | *Product consulting for AI-native SaaS*

Remote | 11/2024 - Present

Founder & Executive Product Consultant

- Advised Yonder Media Mobile, an AI-powered MVNO, on product strategy, full platform redesign, and Go-To-Market
- Partnered with C-suite on roadmap; instituted PM practices to facilitate alignment

True Fit Corporation | *Market-leading AI fashion intelligence personalization platform*

Remote/Boston, MA | 8/2019 - 9/2024

Senior Vice President of Product Management

Promoted Director to VP (2020) to SVP (2023)

- Drove \$30M+ in EBITDA growth and 7x customer increase by expanding into the Shopify SMB market; executive team member leading the 10+ person Product, UX/UI, and Analytics organization
- Led product strategy for the B2B2C AI size-and-fit personalization platform used by Macy's, Gap, and J.Crew, serving 435M+ registered shoppers; grew users 355% via a mobile-first conversational UX redesign
- Validated the roadmap through Voice of Customer programs and innovation sessions with key customers
- Directed rebuild of the deep learning recommendation engine on Vertex AI, improving accuracy 30%
- Conceived and launched Fit Hub, an LLM-powered narrative sizing experience featured in TechCrunch; applied generative AI to backend data labeling and shopper-facing insights
- Consolidated 12 legacy product versions into 3 configurable ones, unlocking faster experimentation and deployment
- Slashed B2B implementation from 12 weeks to 10 minutes via data ingestion redesign and UX standardization
- Redefined pricing, packaging, and GTM strategy with Sales, Finance, and Legal, backed by financial modeling
- Authored product sections of quarterly board materials; presented strategy and results in board meetings
- Established A/B testing at scale; won 2023 Retail Tech of the Year and NRF VIP awards (2021, 2022)

Brandwatch (via Crimson Hexagon merger) | \$100M+ ARR AI social media intelligence platform Boston, MA | 4/2016 - 5/2019
Senior Director of Product Management

Promoted from Director (2018)

- Led 3 PMs across ML pipelines, NLP analytics, vision analysis and data collection infrastructure analyzing 1B+ daily social posts
- Improved client retention 15% with ML-powered social consumer research tools for Twitter, Verizon, Google, and GM
- Boosted engineering feature delivery 3x by restructuring product-engineering teams; cut data acquisition costs 20%
- Coded proof-of-concept for S&P Global that used real-time NLP sentiment from Twitter chatter to build a social stock index

Spotify | Joined via acquisition of The Echo Nest, MIT Media Lab music-AI spin-off Somerville, MA | 10/2013 - 2/2016
Senior Product Manager, ML Personalization & Playlisting

- Drove creation of Daily Mix, one of Spotify's first hyper-personalized playlist products
- Overhauled Spotify Radio's UX and station logic, growing Radio MAU 81%
- Product lead for The Echo Nest music intelligence platform APIs which leveraged audio signal ML, NLP, and web mining at scale
- Built Truffle Pig, a music playlist editorial discovery tool covered by TechCrunch, Wired, and The New Yorker

TravelClick | Hotel SaaS acquired by Thoma Bravo (\$930M), then Amadeus (\$1.52B) New York, NY | 11/2011 - 10/2013
Product Manager, API Platform

- Led platform APIs that facilitated \$1.73B in annual bookings; grew revenue 40% via 30+ new partner integrations

EARLY CAREER

MTV Networks, Platform Technology PM: Built rights management systems for 350+ web properties 2008 - 2009
EMI Music, Digital Project Manager: Delivered 3,000+ digital products monthly to Apple and 350+ retailers 2005 - 2008
Avis Budget Group, Senior Decision Technology Analyst: Built forecasting and pricing models used by the group CEO 2004 - 2005
Apogent Discoveries, Operations Consultant: Led ERP implementation across two manufacturing plants 2002 - 2003

TECHNICAL SKILLS

Python • SQL • BigQuery • Agentic AI Coding (Claude Code, Cursor, Codex) • LLM APIs (Anthropic, OpenAI, Gemini, Llama) • RAG & LLM Evals • Prompt Engineering • Vertex AI • A/B Testing & Product Analytics

EDUCATION

MBA, New York University - Stern School of Business 2011
BS, Operations Research & Industrial Engineering, Cornell University - College of Engineering 2002
Certificate: HarvardX CS50AI - Artificial Intelligence with Python 2024