

IT'S MATT DOMURAT

PRODUCT & TECHNOLOGY LEADER

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Product leader focused on productizing AI agents and owning their unit economics — turning model capability into shipped, instrumented software with a known cost per outcome.

Early adopter investing deeply in AI-native software development, building with agentic coding tools and rethinking how user journeys, requirements, PRDs, UX, engineering, and testing are accelerated while quality improves through data and experimentation.

EXPERIENCE

MAD Concepts, LLC

Jan 2022 – Present

Founder

- Independent product, technology, and AI venture studio and consulting practice: build and operate my own software ventures, and advise early-stage teams on product strategy, AI adoption, and delivery.
- Work hands-on across the stack — stand up environments, ship to production, configure domains and email authentication, and debug from the CLI — taking prototypes from idea to working product in hours rather than days.

SELECTED VENTURES

- [ASCe](#) — Founder, May 2025 – Present
 - Operations platform for ambulatory surgery centers, in pilot with a New Jersey facility; scheduling, case workflow, inventory, and billing built around PHI handling requirements.
 - Productized an over-configured enterprise category down to the modules SMB centers actually use — per-room pricing and month-to-month terms against \$500–2,000/month incumbents on multi-year contracts, shortening time-to-value for SMB centers.
 - Used high-touch configuration requests as a discovery instrument, tracking which customizations repeated across facilities to decide what graduates into the standard product.
- [OfferEase](#) — Co-Founder, Apr 2023 – Present
 - Agentic AI for real-estate offer-to-close: turns a verbal terms conversation into a signed, compliant package, positioned against dotloop, zipForm Plus, and DocuSign.
 - Led the build-versus-adopt call on workflow orchestration — our lead engineer was recreating durable execution from scratch; my evaluation moved the backend onto Temporal, with a custom visual flow builder running agents and skill-scoped subagents that carry their own tools and instructions — an orchestration pattern that transfers directly to customer-facing agents across voice, SMS, chat, and email.
 - Language and vision models extract structured data from unstructured PDFs, with source attribution, conflict detection, and a broker-ready audit trail.
 - Built a bring-your-own-forms template system with automated field and signature-block mapping plus jurisdiction packs, so a variable per-state document problem works out of the box.
 - Pre-launch, in alpha with early users, working toward collapsing multi-hour package assembly to under 10 minutes.
- [BlueSky FI](#) — Founder, Dec 2025 – Present
 - Financial independence platform that ingests live market, savings, debt-cost, and income signals and translates them into a plain-language household read; conversational guidance built on Gemini.
 - Built the analytics layer alongside the product: per-call and per-user LLM spend, cost per recommendation, and margin tracking, so feature decisions carry a known unit cost.
 - Instrumented signal provenance and accuracy — source freshness, staleness detection, and verification against composite indices — to catch model drift and bad inputs before they reach users.
 - Ran hypothesis-driven experimentation using feature flags and forecast-email controls, validating changes against engagement and retention rather than intuition.

SELECTED CLIENT ENGAGEMENTS

- AdvisorArch (acquired by Apex Fintech Solutions, March 2024), Senior Consultant (2022–2024) — product management, development, and support for an automated portfolio rebalancing platform serving financial advisors, through to acquisition.

- [MentoMind](#), Advisor (2022–2023) — product strategy and business development for a SaaS learning platform combining human tutoring with AI/NLP and LMS integration.

MBS Highway

Vice President, Products · *Holmdel, NJ*

Aug 2021 – Aug 2022

- Led product strategy and technology capabilities, creating the roadmap and SDLC that aligned technology investment with business and customer priorities and drove market differentiation.
- Led 3 direct reports across product, analysis, and design, setting the roadmap executed by a 15-person engineering organization; owned budget and resource planning to protect return on investment.

RobustWealth (a Principal Financial Group company)

Director, Product Design & Development · *Lambertville, NJ*

Nov 2018 – Aug 2021

- Led 6 product managers, business analysts, and CX/UX designers, driving the roadmap for a 40-person engineering organization building applications for enterprises, financial advisors, and their clients.
- Delivered solutions for financial planning, wealth management, portfolio construction, rebalancing, money movement, account aggregation (Plaid/Yodlee), reporting, and compliance.
- Built and mentored high-performing teams and established a reusable design system and component library.

SiriusXM Radio Inc.

Director, Product Management · *Princeton, NJ*

Oct 2016 – Nov 2018

- Designed a SaaS platform for a branded OEM connected-vehicle experience, positioned against Android Auto and Apple CarPlay.
- Launched location-based services for OEMs, including electric-vehicle and fuel-cell datasets delivered over IP and satellite.
- Led demos, partner due diligence, and contract management with GM, Ford, Toyota, FCA, Honda, and Hyundai-Kia, including at CES.

International SOS

Product Manager, Mobile · *Trevose, PA*

Apr 2012 – Oct 2016

- Owned mobile product strategy, vision, and roadmap for a global provider of integrated medical, clinical, and security services, delivering native apps with streaming media, chat, geolocation and tracking, offline mode, push notifications, and internationalization.

MeetMe

Product Manager, Mobile · *New Hope, PA*

Apr 2010 – Feb 2012

- Shipped 8 unique iOS and Android applications plus 25+ app store updates for a social media startup.
- Delivered stable native apps supporting over 1 billion mobile page views per month and a 38% increase in mobile logins as users shifted from desktop.
- Ran the release process across multiple development and QA teams, shipping at least two production releases per day to 25M+ users.

Dow Jones & Company

Manager, Product Development · *Princeton, NJ*

Mar 2005 – Apr 2010

- Managed a \$12M product portfolio, Dow Jones Companies & Executives, across web, mobile web, and API capabilities including a Salesforce CRM AppExchange app; integrated large third-party datasets with auditable attribution and billing for compliance.

Merrill Lynch

Product Manager · *Princeton, NJ*

Nov 1999 – Mar 2005

- Web designer turned product manager for Merrill Lynch Investment Managers, later sold to BlackRock; designed UX/UI for the public fund site and internal sales tools, and led the Siebel CRM roadmap and enterprise CMS migration.

SKILLS & TOOLS	
AI	Multi-agent orchestration · Durable workflows (Temporal) · LLM & vision models · Evaluation design
AI Economics	Feature-level cost vs. value analysis · Unit economics for AI features · Margin-aware roadmap tradeoffs
Build	Python · Claude Code · Codex · API design & integration · Feature flags & experiments · Analytics instrumentation
Infrastructure	Supabase · Vercel · GitHub · Resend · DNS, SPF & DKIM · CLI-first debugging · End-to-end setup & deploys
Product	B2B SaaS · Strategy & delivery · Roadmapping · Discovery & research · Agile / SDLC · Design systems
Leadership	Team building & mentorship · Cross-functional alignment · Budget & resource planning
Tools	Figma · Miro · Jira · Confluence · ClickUp · Power BI · Google Analytics · Fullstory

EDUCATION

The College of New Jersey · Coursework, English & Liberal Arts