

SPENCER DARR

PRODUCT LEADER • 0→1 B2B SAAS BUILDER • AI-NATIVE OPERATOR

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Product and operations leader who takes B2B SaaS from **0 → 1** and owns the business outcome. 10+ years turning complex enterprise workflows into shipped, commercialized products – led a HubSpot-to-HubSpot integration platform from concept to **500+ franchise adopters**, and drove a six-figure monthly burn to **break-even on flat revenue**. Now compounding that with daily, advanced use of AI/agent tooling to deliver at a scope that used to take a team.

500+

FRANCHISE ADOPTERS ON A
0→1 I LED

→ **Break-even**

FROM A SIX-FIGURE
MONTHLY BURN, FLAT
REVENUE

~10×

ENGINEERING THROUGHPUT,
AI-AUGMENTED

5 → 15

TEAM SCALED, 100%
RETENTION

■ EXPERIENCE

SyncSmart – *Director, Business Operations & Product*

REMOTE • JAN 2023 – PRESENT

- Led **PORTALS**, a HubSpot-to-HubSpot app for franchise and multi-brand networks, from concept to commercialization – owning the product and sync model, tiered pricing, marketing site and on-camera demo, and the HubSpot Marketplace listing → **500+ franchise locations adopted in year one** (anchor partners: a 200+-franchise sales-training network and a 450+-franchisee travel network; a national home builder reached ~90% CRM adoption against a 60% goal).
- Drove SyncSmart from a **six-figure monthly operating burn to monthly break-even** – cutting the operating loss ~90% from its peak while holding revenue flat – via pricing strategy, contract renegotiation, portfolio rationalization, and structural cost cuts; kept the core product line profitable while reinvesting gross margin into the next build.
- Re-architected the customer-facing operation around an **AI control hub** – wired an agentic AI assistant across ~8 core systems (support, CRM, engineering, comms, and production data) and ran support, solutions, escalations, and documentation as a single operator; filed **83 engineering tickets YTD (~10× my prior rate)** and personally owned and closed ~60 support issues across NetSuite, ConnectWise, and other integrations.
- Root-caused production defects most operators hand straight to engineering – on one enterprise account, isolated 3 distinct defects and filed 6 tickets with exact code locations in hours rather than the days a solo effort would take, and ran a 16,000-record historical re-sync unattended overnight.
- Reset a live partnership (Amilia / SmartRec + HubSpot) into a **bounded, paid operating model** – monthly partner reviews, a defined first-line/escalation support split, paid feature expansions – and authored the reseller agreement and customer-facing security/DPA responses that kept the partner selling.
- Accelerated product delivery **80%** with a structured operating cadence and clear decision frameworks; grew qualified lead generation **300%**; held **90% retention with 15% YoY expansion**; scaled a cross-functional org from **5 to 15 with 100% retention**; led SOC 2 readiness as Security Officer (Vanta), authoring the full audit-ready policy framework.

- › Managed a portfolio of enterprise integration engagements **exceeding \$500K ACV**, delivered on time and on budget while protecting margin.
- › Built an embedded partnership program that generated **100% account growth** and secured multi-year retention.
- › Served as Product Owner for agile engineering teams building complex HubSpot / ERP / CRM integration platforms; translated enterprise strategy into executable technical roadmaps.

Space Walk — *Product Owner / Operations Lead*

NEW ORLEANS, LA · 2013 – 2021

- › Directed full-lifecycle development of a **\$2M mission-critical platform** across a 38-state franchise network, leading a globally distributed engineering team; migrated **15+ years of operational data at 100% accuracy**.
- › Ran network operations – LTL logistics across 20–40 concurrent shipments and international container imports – building the operating discipline behind later product work.

■ SELECTED INDEPENDENT & AI-NATIVE WORK

Fantasy Football Valuation Engine SOLO BUILD, W/ AI

A from-scratch NFL auction-pricing system: public-data ETL, a statistical model backtested out-of-sample across 14 seasons, and a Monte-Carlo budget optimizer (20k simulated seasons). Drove two live 2026 auctions to first-on-the-board finishes; documents where it is weak as loudly as where it wins.

darr.me — portfolio & job-search command center 2026

Designed and built a custom portfolio site, a live search command center, and a Python job-digest scraper (LinkedIn / Greenhouse / Lever) – all AI-assisted, end to end.

■ CAPABILITIES

PRODUCT

0 → 1 discovery → launch, roadmapping, pricing & packaging, product-led commercialization, integration-platform strategy.

OPERATIONS

Unit economics & P&L, portfolio rationalization, partnerships & contracts, SOC 2 / security readiness, org design.

■ DOMAIN & TOOLS

INTEGRATION DOMAIN

HubSpot, NetSuite, ConnectWise, ERP/CRM, APIs & webhooks, data sync at scale.

AI-NATIVE

Daily agentic tooling (Claude Cowork) for support engineering, analysis, and building.

CERTIFICATIONS

Advanced Certified Scrum Product Owner (ACSPPO) · Certified Scrum Product Owner (CSPO).