

JEREMY AARON DAVIS

Product & Innovation Executive · Marketing, Content & Entertainment

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PROFESSIONAL SUMMARY

Product and innovation executive working where marketing, content, and entertainment meet.

15+ years building products, companies, and original programming across marketing technology, media, and the creator economy, with two successful acquisitions. At Refuel Agency, built a three-product portfolio — an AI-native influencer marketing platform scaled to multi-million annual revenue, a SaaS social media management platform, and a branded entertainment reporting engine — while leading an 11-person cross-functional organization. Former television producer and director for Discovery, Travel Channel, and Amazon who designs products from firsthand operator experience, not secondhand research.

PROFESSIONAL EXPERIENCE

VP, Product & Innovation | Refuel Agency / SPIRRA.io

2023–Present

Previously VP, Social & Content Strategies (Refuel) and VP, Product & Founding Team (SPIRRA.io), held concurrently · Nation's largest niche audience media & marketing agency | \$60M+ revenue | 35+ year history | Fortune 500 client roster | NASDAQ-backed (PSEC)

- Lead an 11-person cross-functional organization spanning engineering, product, campaign success, and marketing; report directly to the President.
- Own the agency's product portfolio and productization strategy — shipping new products in fixed six-week build cycles, each backed by a business case tied to revenue, margin, or competitive differentiation.
- Develop and present board-facing strategy and investment plans that secured internal capital approval; serve as primary executive liaison to the board through development and growth phases.

SPIRRA — AI-native influencer marketing platform

- Led product from concept to launch — authored PRDs, validated product-market fit through market research, and drove the end-to-end build across product, design, and engineering.
- Designed the proprietary match-scoring algorithm at the core of the platform: a four-dimension model (overall, brand, content, and audience alignment) executed by an LLM against historical creator data to score 1:1 brand-creator fit. Patent application in progress.
- Owned the initial sales motion from pipeline through close; scaled to multi-million annual revenue across platform and campaign lines — profitable and now in year three.
- Shipped the discovery engine and campaign workflows that, with match scoring, form the platform's core differentiation.

Cadence — Social media management SaaS platform

- Originated the concept, authored the PRD, built the business case, and set the pricing and margin model.

- Led a three-person internal engineering team from approved concept to live client use in a six-week build cycle; personally designed the workflow features and UX.
- Delivered advanced cross-team approval workflows, AI-driven performance analysis, and brand lift reporting. Built first for agency clients; 50+ active workspaces, with public SaaS launch in September 2026.

Ripple360 — Branded entertainment reporting engine

- Originated and single-handedly drove product development and positioning alongside the core roadmap, with no added headcount.
- Unifies performance across every participant and channel of a branded series into one view — brand lift, brand metrics, and content metrics, episode by episode and series-wide — replacing single-platform view counts as the measure of success.
- First deployment validated delivery of 100% of contracted SOW performance by episode 4 of an 8-episode series. Positioned as a competitive differentiator that lowers the barrier to sale for branded entertainment.

Content & Campaign Leadership — Refuel portfolio agencies and SPIRRA Studios

- Led social and content strategy across Armed Forces Communications, 360 Youth, Influyente, and Thinking Cap — integrated social, video, influencer, and digital OOH programs for Fortune 500 advertisers.
- Campaign strategist on Face Your Dragon, a Capitol Emmy Award-winning VA suicide prevention campaign with Gigline — 500M+ impressions and among the most far-reaching campaigns the VA has undertaken.
- Director and Producer, Operation Onward (SPIRRA Studios) — 3M+ views on initial web release.

VP, Production & Content | Subject

2017–2023

- Led end-to-end production operations for a production company generating multi-million annual revenue, with full ownership of production budgets, timelines, and creative output across multiple verticals.
- Produced and directed original content for Travel Channel, Discovery, and Amazon, distributed in 20+ countries. Selected credits: Field Producer, Curse of the Chippendales (#1 release on Discovery+); Producer, Prison Breaker; Producer, Mysteries of the Abandoned.
- As Development Producer and Director, took original series from concept through greenlight — landing pilots with Science Channel, Hearst, Very Local, and Discovery+.
- Recognized with an Excellence in Journalism award for editorial impact. Six years of firsthand operator experience that directly informs later product work in content workflow, distribution, and measurement.

Co-Founder & Head of Product | JRRNY / Range Influence

2015–2017

- Co-founded JRRNY, a user-generated travel platform built around shareable itineraries rather than reviews, and Range Influence, an influencer marketing agency; led product and marketing from concept through acquisition by Sorse Technology.
- Stepped in as Interim CEO — managing investor relations, operations, and strategic direction, and stewarding the company through a successful acquisition.

- Developed influencer strategy frameworks and managed creator partnerships across lifestyle, sports, and entertainment.

EARLIER CAREER & VENTURES

- Founder, Heeltop (2015–2016) · Sock subscription e-commerce brand; scaled to \$10K MRR and exited within 12 months.
- VP, Strategy, Purple Bottle Media (2009–2014) · Lead client strategist and new-business driver across a portfolio of agency accounts.
- VP, Marketing, SkateWakeSnow.com (2006–2009) · Built the e-commerce and content-to-commerce program from the ground up; part of the leadership team through the company's acquisition.

RECOGNIZED WORK & IP

- **Patent application in progress** · Brand-creator match-scoring algorithms (SPIRRA)
- **Face Your Dragon** · Capitol Emmy Award-winning campaign (NATAS) — Campaign Strategist
- **Curse of the Chippendales** · #1 release on Discovery+ — Field Producer
- **Excellence in Journalism** · Subject — Editorial leadership and content impact

CORE COMPETENCIES

Product Strategy & Roadmapping · 0 → 1 Product Development · AI Product Design & Algorithm Development · SaaS Pricing & Business Cases · UX & Workflow Design · Go-to-Market & Founder-Led Sales · Board-Facing Strategy & Capital Planning · Cross-Functional Leadership · Branded Entertainment & Content Development · Creator Economy & Influencer Marketing · M&A / Acquisition Experience

TOOLS

Claude, ChatGPT & LLM APIs · SQL, Snowflake, BigQuery · Jira, Linear, Notion, Figma, Productboard · HubSpot, Salesforce, GA4 · Adobe Creative Suite, DaVinci Resolve, Frame.io