

# Zach West

Digital Product & Growth Leader | Consumer, SaaS, Ecommerce & AI-Native Builder  
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## Summary

Product and growth leader with 15+ years building and scaling cross-functional teams across SaaS, ecommerce, retail, and consumer apps. Most recently founded an AI-native SaaS product, gaining hands-on fluency with AI-assisted product development, onboarding, payments, and workflow automation. Known for moving with urgency, simplifying complex products, and using experimentation and AI to drive measurable revenue, retention, and engagement.

## Highlights

- Podium organic ROI from 1:1 to 4:1, adding ~\$1.5M ARR impact.
- Built Trebuchet from idea to \$2M+ in sales, including a \$1M membership launch, in less than a year.
- Stitch Fix COVID response saved \$20M+ (ineffective spend and client retention).
- Founded Board Box AI, an AI-native SaaS product, shipping a working application end-to-end with AI coding tools.

## Executive Fit

- **Consumer & SaaS growth:** Drove growth across Stitch Fix consumer app, Walgreens digital/ecommerce, and Podium SaaS, spanning CRM, mobile, personalization, retention, and conversion.
- **Digital commerce performance:** Drove growth for Walgreens' \$0.8B Photo business and improved Podium organic ROI from ~1:1 to ~4:1, adding ~\$1.5M ARR impact.
- **Consumer app + personalization:** Increased Stitch Fix mobile DAUs 5x through product, lifecycle, and engagement initiatives; partnered closely with engineering and data science.
- **Cross-functional transformation:** Owned website, SEO, content, experimentation, and AI tools at Podium; led engineering, design, and product resources while cutting release cycles from 4+ weeks to days.
- **Builder-GM:** Founder/CEO with full P&L, GTM, hiring, operations, and customer experience ownership; recently built AI-native consumer and workflow products hands-on.

## Capabilities

**Product & Growth:** Product Management · Site/App Experience · Experimentation · Conversion · CRM · Lifecycle · SEO/Organic

**Customer & Commerce:** Personalization · Retention · Consumer Insights · Loyalty · Content-to-Commerce · Omnichannel

**Leadership:** P&L Ownership · Cross-Functional Leadership · Product/Engineering Partnership · Operating Cadence · Team Building

**AI & Transformation:** AI-Native Workflows · Rapid Prototyping · Data-Driven Decisioning · Operating Model Modernization

## Experience

### Board Box AI — Founder / CEO *Aug '25 – Present*

- Founded and built an AI-native document assistant for HOA and condo workflows, using OCR, RAG, citation-linked answers, authentication, payments, onboarding, and product-led trial design.
- Owned the full business system end-to-end: customer discovery, product strategy, AI-assisted development, marketing site, conversion funnel, pricing, onboarding, and customer feedback loops.
- Built the product at extremely low cost using AI coding tools, creating a working SaaS application and deep hands-on fluency in how AI changes product development, support, onboarding, and workflow automation.

### Podium — Director of Growth, Website & Organic *Jul '24 – Aug '25*

- Refocused organic program delivering ~4:1 ROI (was ~1:1), netting ~\$1.5M ARR impact.

- Owned the marketing website and all non-paid growth levers (SEO, content, experimentation, AI tools), leading an eng manager, 5 engineers, 2 designers, and a PM.
- Cut release cycles from 4+ weeks to days by integrating design and engineering workflows.
- Conceived and launched a “secret shopper” benchmark that became a flagship trade show and sales asset, materially increasing event-sourced pipeline.

#### **Trebuchet Industries — CEO & Co-Founder** *Nov '21 – Dec '23*

- Founded and led a consumer membership commerce business from concept to \$2M+ in sales, including a \$1M membership launch.
- Raised \$2.5M in venture funding, made key hires, and took the product from idea to \$2M in less than a year.
- Acted as Head of Product, CMO, CFO, and CHRO, owning P&L, GTM, and operations end-to-end.

#### **Stitch Fix — Growth Leader** *Feb '18 – Nov '21*

- Drove consumer mobile app growth for an apparel personalization business, increasing DAUs 5x and creating new client growth opportunities.
- Led COVID supply chain impact response, saving \$20M+ by eliminating ineffective spend and improving client retention.
- Rebuilt marketing data pipelines for iOS App Tracking Transparency, protecting measurement and optimization across \$100M+ in media.
- Wrote board slides and partnered closely with Engineering and Data Science on growth, personalization, and retention initiatives.

#### **Walgreens — Sr. Marketing Manager / Digital & Omnichannel Growth Leader** *Jun '09 – Feb '18*

- Drove growth as category CMO for Walgreens' \$0.8B personalized Photo business, spanning in-store purchases, digital ordering, store pickup, CRM, mobile, social, and direct-to-home delivery.
- Coordinated marketing, digital product, merchandising, and store operations across an omnichannel model where roughly half of revenue came from in-store and much of digital revenue converted through store pickup.
- Ran marketing point for Apple Pay rollout across Walgreens stores, partnering with Apple, technology teams, and store stakeholders to support customer adoption.
- Helped scale Walgreens' digital organization from ~50 to ~500 as digital became core to the enterprise.
- Product-managed social app feature development; earned [Patent US9081533](#) for innovation in this space.

#### **Additional AI-Native Product Build**

- **Rebuttal Pong** — Built a consumer game and stat-tracking app with tournament, live-scoring, and engagement mechanics; deepened hands-on product development, AI-assisted coding, rapid prototyping, and consumer UX iteration.

#### **Education**

**Purdue University** – B.S. Economics (Minors: Marketing, Entrepreneurship & Innovation)

#### **Other**

Lived in Amsterdam (3 years); graduate of The Second City School of Improv; first job selling clothes at Eddie Bauer (4 years).