

Gordon Brown

PRODUCT LEADER | APPLIED AI, ADTECH & MARTECH

Seattle, WA | GBrown@HelloAgencyAI.com | LinkedIn.com/in/gordonbrownsea | GordonHBrown.com

SUMMARY

Product leader with 15+ years turning customer, data, and operating complexity into profitable products and scalable systems across AdTech, MarTech, and applied AI. Built advertising products generating \$27M+ in lifetime revenue, led teams of up to eight, and owned products from discovery and PRDs through launch and optimization. Now builds governed agentic AI systems for cross-platform operations and delivery.

SELECTED IMPACT

- Built and scaled performance-advertising products at Magnolia Online that delivered \$27M+ in lifetime revenue, including \$12M email-to-search and \$15M social-to-search products taken from concept to profitability.
- Architected AgencyAI, a reusable agentic workflow system for agency operations, and led product delivery of a context-grounded LLM application on Cloudflare Pages/Workers with API integrations, approval controls, automated tests, and CI/CD.
- At ReachMobi, took Google paid-search monetization from concept to market across three business units, reducing dependence on the primary advertiser by 20%; also owned a \$13M email-to-Yahoo business and cut costs 20%.

EXPERIENCE

Head of AI | HelloAgencyAI | Seattle, WA | 2026-Present

- Founded HelloAgencyAI as the product and market-facing layer for AgencyAI, a reusable agentic workflow system developed from live operating work at The Contractors Marketing.
- Led product delivery of a context-grounded LLM application on Cloudflare Pages/Workers using the OpenAI Responses API, streaming, rate limits, safe failure handling, automated tests, and GitHub Actions CI/CD.
- Architected and led implementation of integrations across Salesforce, HubSpot, GoHighLevel (GHL), Google Ads/Google Analytics 4 (GA4), Meta, Ringba, GitHub, and Cloudflare using read-only preflights, least-privilege OAuth, and explicit approval before live changes.
- Created reusable skills, schemas, playbooks, and enablement for task delegation, request design, output review, rollout, adoption, and continuous improvement.

Founder | The Contractors Marketing | Seattle, WA | 2025-Present

- Founded and operate a lead-generation agency that serves as a live product environment for paid acquisition, conversion-focused websites and PPC landers, CRM, attribution, analytics, and reporting tied to calls, forms, qualified opportunities, and booked jobs.
- Re-engineered client onboarding into a repeatable AI-assisted workflow connecting research, intake, full sites, separate PPC landers, forms, CRM, campaign planning, QA, deployment, and post-run learning.
- Architected attribution infrastructure across forms, schedulers, and calls to preserve Google, Meta, Microsoft, TikTok, UTM, campaign, ad set, and creative identifiers through CRM handoff.

Founder & Product Lead (AdTech) | Magnolia Online | Seattle, WA | 2013-2025

- Built and scaled performance advertising products that converted low-intent inventory into high-intent search and delivered \$27M+ in lifetime revenue.
- Launched email-to-search (\$12M) and social-to-search (\$15M) products from concept to profitability.
- Led an eight-person team and owned product narratives, PRDs, roadmaps, APIs, experiments, analytics, and cross-functional delivery with engineering, design, and creative partners.
- Designed value-prediction and fraud-signal automation using AWS Lambda and SQL/MySQL for routing, pricing, tracking, reporting, and revenue distribution.

Senior Technical Product Manager | ReachMobi | Kansas City, MO | 2017-2018

- Took Google paid-search monetization from concept to market across three business units, reducing dependence on the primary advertiser by 20%.
- Owned a \$13M email-to-Yahoo business, cut costs 20%, grew a data-exchange program from approximately \$1K/day to \$5K/day, and led an eight-person launch team through MVPs, experiments, and releases.

Senior Product Manager | OBMedia | Houston, TX | 2010-2013

- Created an email-to-Google Search product that grew to approximately 10% of company revenue.
- Shipped bulk management for 2,000+ domains and real-time performance data to expand capacity and accelerate intraday decisions.

EDUCATION

MBA, Product Management | University of Houston, C.T. Bauer College of Business | 2009-2012

Business Management | Lynn University | 2000-2004

PRODUCT MANAGEMENT, AI & PLATFORMS

Product Strategy & Monetization: Product strategy; customer and operator discovery; product narratives; PRDs; roadmaps; MVPs; experiments; pricing; monetization; launch; analytics; ROI prioritization; cross-functional delivery.

AdTech, MarTech & Data: Performance advertising; paid search; email-to-search; social-to-search; routing; value prediction; fraud signals; attribution; Google Ads; Meta Marketing API; GA4; Salesforce; HubSpot; GHL; Ringba; SQL/MySQL.

Applied AI & Platform Delivery: Agentic workflows; OpenAI Responses API; MCP; REST APIs; human-in-the-loop governance; JavaScript/Node.js; AWS Lambda; Cloudflare Workers/Pages; Git/GitHub Actions; automated testing.