

Michael Waxman, MBA

AI-Native Product Executive · Director of Product · Co-Founder/CTO · 15+ Years Shipping at Platform Scale

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AI-native Product Executive with 15+ years in product management, product strategy, and digital transformation across telehealth, cannabis, defense/GovCon, fintech, and enterprise SaaS. Most recently Director of Product at Leafwell, promoted from Telemedicine Product Manager — owned the flagship P&L, the company's largest revenue line, shipped three 0-to-1 products, and led 20+ distributed engineers across Portugal and Romania. Builds production agentic AI workflows: MCP server infrastructure, agentic documentation, AI-assisted code review gates. Co-founded a cannabis-technology startup and scaled it 0-to-1 to \$2M+ ARR and 100 people. At a \$2B defense/GovCon distributor, replaced 17 legacy commerce systems with a self-serve headless architecture, moving \$200M in annual revenue to self-service and cutting operational costs 70%.

AI Engineering Execution: Production AI agentic workflows using Claude Code, OpenAI Codex CLI, and Hermes Agent — MCP server infrastructure (GitHub, Jira, Confluence, Metabase APIs), agentic documentation pipelines with branch + draft-PR change management, AI-assisted code review gates, and multi-agent tooling environments.

EXPERIENCE

Director of Product — Leafwell

North Carolina | Remote | 2025-01 – 2026-07

- Owned the company's largest revenue line (P&L) — the telehealth medical-card product — while shipping 3 net-new products 0-to-1 (membership subscriptions, clinical care consults, dispensary discount marketplace); set portfolio vision, product strategy, OKRs, and GTM.
- Built a subscription-first business: entitlements/pricing and rev-rec normalized to monthly MRR; instituted Cypress E2E + CI gates to raise release quality and velocity.
- Led a distributed, cross-functional multi-country org (20 engineers in Portugal/Romania + DBAs, DevOps, QA, Design); established operating cadence, roadmap governance, and partner/clinical stakeholder alignment.
- Designed and deployed AI agentic development workflows using Claude Code, OpenAI Codex, and Hermes Agent — MCP server infrastructure, context-packing, agentic documentation pipelines, and AI-assisted code review gates.
- Conducted customer interviews and usability sessions at in-person patient events — task-based tests with recorded sessions, evaluated in PostHog via session replays, event streams, heatmaps, and cohort analysis.
- Stack: React, Rails, AWS Lambda, Chargebee, Braze, PostHog, GA4, Metabase, Jira, Figma, Cypress.

Telemedicine Product Manager — Leafwell

North Carolina | Remote | 2024-03 – 2025-01

- Led product delivery for the telehealth medical-card line — the company's largest revenue product — coordinating clinical, partner, and engineering stakeholders. Promoted to Director of Product in January 2025.

Co-Founder & Chief Technology Officer (Advisory since 2024) — Rishi

Los Angeles, CA | Remote | 2021-06 – Present

- Pioneered launch and scaled the business from concept to a 100-person team across California, Arizona, and Michigan — hired and built the entire org from zero.
- Surpassed \$2M in annual revenue for 2.5+ years, managing 1,000+ marketing events per month for 50 of the largest cannabis brands.
- Designed and developed MVP for all internal tooling and customer-facing products 0-to-1; architected the state-expansion roadmap enabling efficient multi-state operational launches.
- Delivered integrated toolset for communications, scheduling, CRM, ERP, finance, payroll, and HR across distributed teams.

Principal Digital Product Manager — ADS, Inc.

Virginia Beach, VA | Remote | 2020-07 – 2023-10

- Managed the entire software portfolio for a \$2B-revenue defense/GovCon distributor: Oracle ERP, Salesforce CRM, supplier/customer portals, custom CPQ, EDI, e-commerce, API development, and systems integrations.

- Designed and established a self-serve, extensible headless e-commerce architecture replacing 17 legacy commerce solutions — migrated \$200M in annual revenue to self-service.
- Formalized the API integration layer within the enterprise technology stack, improving engagement with internal and external applications and ensuring future scalability.

Digital Transformation Manager — ADS, Inc.

Virginia Beach, VA | Remote | 2017-01 – 2020-06

- Implemented and optimized digital strategic vision, resulting in a 70% reduction in operational costs and improved customer experience.
- Established the company's first formal technology roadmap and agile framework; led a direct-report team of business analysts, PMs, software developers, and data analysts. Promoted to Principal in July 2020.
- Redesigning ETL processes to automate product data operations for millions of products while navigating complex legal and regulatory requirements.

Data Product Manager — DX1, LLC (Dominion Enterprises)

Norfolk, VA | 2013-11 – 2017-01

- Developed and shipped an industry-first data product for powersports/automotive parts fitment covering 28 million parts across 60 manufacturers and distributors.
- Managed a global team of 50 ETL developers, BAs, DBAs, and web developers; administered a \$750K monthly budget while owning roadmap, backlog, and data governance.
- Implemented data governance model, migration engine, and roadmap to transition 2,000 dealers off legacy platforms to DX1.

Earlier Roles

2011 – 2018

- **DustCloud Labs — Managing Partner (2016–2018):** built an end-to-end HIPAA-compliant custom CRM (marketing, lead management, transaction engine) for Reverse Life Insurance LLC.
- **Simple Payments — Technical Director (2015–2016):** drove U.S. market entry for a Canadian merchant-services operator.
- **Lowe's Home Improvement — Information Architecture Team Lead (2011–2013):** led Lowes.com taxonomy and search initiatives.

COMMUNITY LEADERSHIP

President & Executive Director — Eastern NC Travel Baseball (ENCTB) / Revenge Baseball

Southern Shores, NC | 2024-01 – Present

- Founded and operate a 501(c)(3) youth sports nonprofit serving 50+ athletes across 12 counties; built a \$30K diversified budget (10+ corporate sponsors, grants, donations), a 12-person volunteer coaching staff, and dual-state operations earning a Cooperstown Dreams Park invitation in year two.

EDUCATION & CERTIFICATIONS

- **MBA, International Marketing and Product Development** — Loyola University Maryland, Sellinger School of Business (2014)
- **Bachelor of Business Administration** — Towson University (2012)
- **Advanced AI Product Leadership** — Dr. Marily Nika, AI Product Academy (2024) · **Google Data Analytics Professional Certificate** · **Pragmatic Marketing: Product Owner & Product Manager**