

# Jarad Hull.

Chief Product Officer · AI-Native Product Strategy

Product leader with twenty years scaling SaaS. Five companies, one founder exit, three acquisitions. Currently focused on AI-native product strategy and the operating systems that turn it into compounding revenue.

// selected outcomes

**\$50M+**

SaaS ARR scaled

**\$120M+**

AI revenue engine

**\$100M**

Goldman raise

**30+**

products consolidated

**6 mo.**

enterprise CRM to MVP

**1**

founder exit

// experience

## Anywhere Real Estate.

VP of Product · 2025–2026

Product strategy for Anywhere's agent tools platform across six brokerage brands (Coldwell Banker, Sotheby's International Realty, Century 21, Better Homes and Gardens, Corcoran, ERA). Acquired by Compass in 2026.

- Led 20 product managers and a \$30M annual product investment across 30+ products serving 50,000+ agents.
- Consolidated decades of acquired tools into a single agent platform. Reorganized the team around product areas instead of brand boundaries, surfacing redundancies that brand-aligned ownership had hidden.
- Shipped Agent Workplace, Anywhere's first agent-facing CRM, to MVP in six months as the flagship of the consolidation effort.
- Stood up the Anywhere Intelligence Platform (AiP) and Ava, the AI infrastructure layer underneath every product in the portfolio.
- Drove Listing Concierge to \$50M+ in annual billing as the internal marketplace for agent marketing services.

## Travelpass Group.

Chief Product Officer · 2023–2024

Defined and shipped a new consumer travel flagship in six months while retrofitting AI into the company's \$120M+ hotel-booking revenue engine.

- Took a 75-person product, design, and engineering organization from talented but stalled to shipping the new flagship on schedule for the Utah Jazz / Delta Center launch.
- Launched Travelpass.com, a consumer travel community: 50,000+ registrations, 20,000+ itineraries, 40% return rate.
- Replaced hand-managed SEM with an AI system that set bidding, targeting, and optimization in near-real time. Built a custom call-center CRM with AI-driven hotel recommendations surfaced from each caller's browsing history.
- Together the AI-driven SEM funnel and CRM ran the hotel-booking business at 7,000 bookings per day and \$120M+ in annual revenue.

// experience, continued

## Place Inc.

Chief Product Officer · 2020–2023

Founding CPO through Place's hypergrowth, taking SaaS ARR from \$3M to \$50M+ while unifying three acquired companies into a single platform.

- Scaled SaaS ARR from \$3M to \$50M+ in under three years. Supported the \$100M Goldman Sachs growth round.
- Grew the company from 150 to 600 employees through aggressive brokerage and platform-team hiring.
- Ran product, design, and engineering as one cross-functional org (75+ people) until the post-raise CTO hire, when scope refocused on product and design.
- Shipped eight new products and three mobile applications spanning home search, agent productivity, lead management, marketing automation, and reporting.
- Built the product operating system, quarterly OKRs, dual-track discovery, design systems, structured reviews, that let 30 PMs make the same kinds of decisions I would, in my absence.

## Brivity.

VP of Product · 2017–2020

Joined Brivity through its acquisition of Blueroof360, the company I co-founded. Led the merge of two real estate tech stacks into a single CRM and lead-management platform. Grew recurring revenue from \$5M to \$50M+ and built one of the leading web platforms in the real estate industry. Owned product strategy through Brivity's acquisition by Place in 2020.

## Blueroof360.

Co-Founder & CEO · 2008–2017

Co-founded a PropTech SaaS that built one of the first replicated website platforms in the real estate industry. Scaled over ten years to thousands of paying customers, including Remax Results (1,200 agents), Berkshire Hathaway Florida Realty (1,600 agents), and C21 Everest Realty (1,300 agents). Six Real Trends Awards and two Webby Awards for best real estate website. Sold to Brivity in 2017.

## NuSkin Enterprises.

Director of Online Marketing · 2002–2007

Promoted to Director at 25, the youngest in the company. Led the team that built NuSkin's first online ordering system in the pre-Stripe era, including custom payment processing and distributor integration. Owned web design, e-commerce, and the consumer-facing digital presence.

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### Utah Valley University

BS, Marketing · 1999–2002

### Brigham Young University

AS, Graphic Design · 1997–1998

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// expertise

Product strategy and operating systems · AI-native product design and rollout · M&A platform integration · Hypergrowth scale-ups (\$3M→\$50M+ ARR) · Enterprise consolidation (20+ PMs, 30+ products) · Cross-functional leadership across product, design, and engineering · Institutional capital readiness (Goldman Sachs raise) · Consumer and SaaS, side-by-side.