Lucy Gonzalez

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Head of Product

Product leader and design engineer who sets the roadmap, designs what ships, and builds the AI systems teams run on

Head of Product at Grouped, a Series A direct-to-fan music platform, leading product, product design, and product marketing. **10+ years** of building and launching across SaaS, enterprise AI, fintech, music, and professional sports. Designs the product, shapes the story, and builds the AI systems teams use to ship faster.

Areas of Expertise

- Product Strategy & Roadmapping
- User Research & Discovery
- Pricing & Packaging
- Product Marketing & Positioning
- 0-to-1 Product Launches
- AI Agents & Agentic Workflows
- Go-to-Market Strategy
- Product Analytics
- Design Systems & Front-End
- Product-Led Growth
- Team Leadership & Hiring
- Brand Strategy

Signature Accomplishments

- Launched **6 SaaS products** and **12+ businesses** across enterprise AI, fintech, healthcare, music, and consumer apps.
- Built the brand and investor stories behind **$40M** in funding across three raises, including a **$5M seed** closed in **under two weeks**.
- Launched **3 professional sports brands** and **a professional sports league**, including Nashville SC's move into Major League Soccer.

Career Experience

Head of Product | Grouped, Nashville, TN **2026 – Present**

Series A, 24 employees. Manage the product team and sit on the senior leadership team. Own strategy, the roadmap, product marketing and positioning, and front-end design, with designs ported straight into production.

- Grew monthly artist signups **11x**, published swaps **5x**, and monthly active artists **80%** in six months.
- Launched Grouped's **first paid plan** in July 2026. **33%** of trials converted to paid, and new paid accounts **doubled** in the second month of billing.
- Wrote the **12 to 24 month** product and design roadmap, tied to brand strategy and broken into work the team ships now, with the next 30 days locked.
- Designed and implemented a portable agentic code workflow that streamlined how product, design, and engineering build, review, and hand off work.
- Built a prototyping system that sped up ideation and feedback **300%**, taking new features and surfaces from idea to dev handoff in **a week or less**.
- Built a company-wide MCP server every team works through, from planning to on-brand copy. Run product day to day in Linear and set the team's cadences, roles, and hiring plan.
- Built a feedback loop that brings internal teams and external users into every launch, turning early users into evangelists for new features.

Co-founder & Product Lead | StartSuite, Nashville, TN **2026 – Present**

Part-time venture, built alongside my role at Grouped. Brand and AI studio that turns a company's brand into a working system, run by AI agents.

- Designed and built **Brand HQ** on Claude and Supabase: a live brand system whose agents read every mention across news, reviews, and social and flag what needs action.
- Deployed for clients from early-stage startups to a multi-generational heavy civil construction company.
- Automated onboarding with a Claude Code routine that turns a folder of brand files into a live, deployed app.
- Run the studio's own operations on Brand HQ, which doubles as its client database.

Principal | Lucy Gonzo Inc., Nashville, TN **2023 – Present**

Full-time consulting practice from 2023 to 2024, now limited to select projects. Product, brand, and growth work for **10+** startups and small businesses.

- Grew a consumer app from **30K to 175K+** users in one year through app store promotion and lifecycle campaigns.
- Raised downloads **12%** for an AI skin cancer app through a rebrand and a SXSW showcase.
- Retained **100%** of consulting clients by launching packaged offerings.

- Redesigned the homepage for the University of Tulsa's entrepreneurship center with scroll-driven animation and a reusable block system.

Founding Team, Head of Marketing (Product, Brand, UI/UX) | dais, Bay Area, CA **2024 – 2025**

One of the first five team members at an enterprise AI startup. Owned product design and go-to-market.

- Built the brand, investor story, and deck behind a **$5M seed** that closed in **under two weeks**.
- Pushed ARR toward **$2M** in year one through onboarding experiments and industry-specific playbooks.
- Designed the interface, design system, and demos that made enterprise AI governance clear to regulated buyers.
- Set up the product board that turned customer feedback into roadmap changes, plus GA4 and HubSpot dashboards tracking CAC, LTV, and velocity.
- Built **100+** thought-partner relationships across the Bay Area through community-led growth.

Growth Strategist | Gitwit Creative, Tulsa, OK **2021 – 2023**

Growth strategy for SaaS, fintech, and AI clients at an innovation agency. Led a team of **10+**.

- Took a B2B fintech from idea to first customer in **six months**.
- Got a regulated crypto product to **100K+** users in **90 days**.
- Tripled MQLs for an AI personalization product entering **four** international markets. ARR rose **1.2x**.
- Wrote the investor story behind a **$25M** VC round, and quadrupled revenue for a healthcare client ahead of its **$10M** raise.

Head of Marketing & Brand | FC Tulsa, Tulsa, OK **2019 – 2021**

- Led a full club rebrand that lifted ticket sales **35%** and sponsorship revenue **50%** year over year.
- Grew corporate partner revenue **41%** and social following **250%** in one season.
- Hired and managed the marketing staff, owned the budget, and negotiated broadcast and media partnerships.

Creative Director (promoted from Lead Graphic Artist) | Nashville SC, Nashville, TN **2016 – 2019**

- Built the creative team and systems as the club grew from **2 to 50+** staff ahead of MLS expansion.
- Ran **100+** campaigns that sold **10K+** pre-launch season tickets and drove **$1M+** in first-year merchandise.
- Coded the MLS launch website and grew digital channels to **46K** monthly site visits and **80K** social followers.

Additional Experience: Adjunct Professor, University of Tulsa (2021) • Brand Management and Digital Production, Warner Music Group (2015 – 2016)

Education & Affiliations

- **BA, Studio Art** (minors in Corporate Strategy and History of Art) | Vanderbilt University
- **Growth Series** | Reforge • **Member** | Women in Data • Mentor to women entering male-dominated fields
- **Best in Show** and **Honorable Mention** | 11th Annual Vail Valley Fine Art Show

Technical Proficiencies

- **Build:** Claude Code, Agentic Workflows, React, Supabase, GitHub, WordPress, Webflow
- **Design:** Figma, FigJam, Spline, Adobe Creative Cloud
- **Data & GTM:** GA4, Looker Studio, Microsoft Clarity, HubSpot, Salesforce
- **Operations:** Linear, Notion, Asana, Slack