

# JESS O'MALLEY

SaaS | 0 → 1 | B2B

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## EXPERTISE

0 → 1 Product Launches 7

Product Mgmt & Design 6 years

Tech Industry 10 years

## EDUCATION & CERTS

### MBA

University of California, Berkeley  
Haas School of Business

2023 - 2026

### B.S. Psychology

University of Texas at Austin

2012 - 2016

### Product Strategy

Northwestern University,  
Kellogg

### Certified Scrum Product

Owner® (CSPO®)

Scrum Alliance

## SKILLS

Product Strategy, Product Discovery,  
Roadmapping, Prototyping,  
Customer Interviews, Data Analysis,  
UX/UI Design, Agile Methodologies,  
Market Research, A/B Testing  
Prompt Engineering, GenAI

### AI/Developer Tools

Claude Code, Cursor, VS Code

### Product & Design Tools

Figma, Miro, Lovable, LogRocket,  
HotJar, Pendo, Survicate, OpenAI,  
ProductPlan, Google Analytics

### Technical/AI & Web Tools

MySQL, Postman, Eclipse, Cursive,  
LaunchDarkly, Sentry, Mendix, Wix

### Other Tools

Jira, Notion, Salesforce, Constant  
Contact, Slack

## SUMMARY

Product leader specializing in AI-enabled products, complex workflows, and 0→1 B2B SaaS that makes work easier for users. Strong in customer discovery and product strategy, with recent founder experience building an AI customer research product.

## EXPERIENCE

### Founder/CEO

Nov 2025 - June 2026

#### Intervool

San Francisco, CA

*AI Tools for founders to use for early stage customer discovery and GTM.*

- **Founded and built a B2B SaaS application** for centralizing customer research and translating messy qualitative data into GTM strategy
- **Shipped AI features end-to-end** — a chat copilot, thematic analysis engine, and interview-extraction pipeline that converts unstructured qualitative input into structured outputs.
- Ran continuous discovery; conducted **over 80 user interviews** to guide and refine product.
- Winding down & pursuing next opportunity

### Director of Product (First Product Hire)

Oct 2024 - Oct 2025

#### Olari/S30 Services

San Francisco, CA

*Privately funded, early-stage healthcare SaaS EMR and RCM for addiction treatment centers.*

- **First product hire for an early-stage healthcare SaaS company building EMR and RCM workflows** for addiction treatment centers; owned product vision, design system, and core platform UX.
- **Designed end-to-end workflows** across client charts, scheduling, billing, compliance, and operations, simplifying fragmented processes into a coherent product surface.
- **Shaped product vision, roadmap, and GTM strategy**, working side-by-side with the CEO as a de-facto co-founder, as we pushed toward product-market fit.
- **Worked directly with customers** to understand workflows, translate regulations (HIPAA, CFR Part 2) into requirements, and **adjust the roadmap** based on what we're learning.
- **Mapped the addiction-treatment EMR/RCM competitive landscape** against customer workflows to identify where incumbents underserved; used those gaps to shape product vision and roadmap.
- Initially joined as a freelance product/design consultant, joined full-time in Feb 2025

### Product Manager (Group/Senior equivalent; flat org)

May 2021 - Oct 2024

#### Fleetworthy (formerly Bestpass)

Austin, TX

*Fleet compliance, safety, and tax SaaS; backed by Insight Partners.*

- Led product strategy and roadmap across **three flagship products at same time** — Bestpass tolling, ExpressTruckTax (acquisition), and the Fleetworthy flagship portal (acquisition).
- Led **new customer portal build** from ideation to launch: reduced support tickets 60% on top issues, improved CSAT, and modernized our tech stack
- **Launched the company's first fully self-serve onboarding flow** with payments; boosted signups and earned a 92% 'very easy to use' rating from users
- **Wrote 50+ SQL scripts for data pulls** and dashboards, partnered with data team, and consistently monitored and improved product adoption and success metrics
- **Mentored and developed PMs**; trained a product analyst into a PM and reviewed and influenced other PMs' roadmaps to drive alignment across the portfolio.
- Contributed to company growth from \$150M to \$850M and partnered with execs to align products across our portfolio.

### Product Manager

Jan 2020 - May 2021

#### Unique Software Development

Dallas, TX

*Software consultancy firm specializing in SaaS and enterprise applications.*

- **Launched three 0-1 builds as product lead**, cross-functionally managing a team of 25.
  - A SaaS platform for auto dealership service centers that handled call routing, scheduling, reporting, and advanced user permissions.
  - A digital contract approval application for manufacturers, dealers, and customers
- Responsible for driving discovery, writing requirements, all UX, and leading delivery.