

# DANIEL NASH

## Senior AI Product Manager - Applied AI Products & Agentic Workflows

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### SUMMARY

Senior AI product manager and hands-on builder with 10+ years of product, platform, and business transformation experience, including 2+ years leading enterprise AI initiatives from prototype to production. Builds agentic workflows, retrieval-grounded assistants, and evaluation loops with OpenAI/Anthropic APIs and MCP-style integrations, then scales them through governance, enablement, and adoption.

- **100% → 0% hallucinations** - Built retrieval-grounded AI products using agent/tool patterns, MCP-style integrations, human-in-the-loop review, and eval-driven quality loops that cut patent-search hallucinations to zero.
- **~1,000 licensed / ~800 active** - Scaled ChatGPT Enterprise through governance, enablement, direct OpenAI GTM partnership, Champions, and reusable rollout systems.
- **4 POCs / hackathon winner** - Led cross-functional teams to deliver a company ChatGPT Hackathon-winning solution and 4 proof-of-concept apps, demonstrating rapid 0-to-1 applied-AI delivery.

### SKILLS

**AI Product & Agent Workflows:** AI Product Lifecycle | 0-to-1 AI Products | Agent / Tool-Using Workflows | OpenAI & Anthropic APIs | Custom GPTs | Prompt Engineering | MCP-Style Integrations

**Evaluation, Trust & Data:** LLM Evaluation Frameworks | Retrieval / RAG Grounding | Human-in-the-Loop Review | Hallucination Checks | Responsible AI Governance | Adoption Analytics

**Product Leadership & Execution:** Product Strategy | Platform / API Strategy | Roadmap Prioritization | Cross-Functional Delivery | Prototype-to-Production Delivery | Customer Journey Optimization

### PROFESSIONAL EXPERIENCE

#### Senior Product Manager - AI Platform & Strategy

Guitar Center - Westlake Village, CA | Feb 2025 - May 2026

##### AI platform strategy | Agent workflows | Governance & adoption | OpenAI partnership

Led enterprise AI product strategy and rollout for applied AI workflows, balancing rapid experimentation with governance, enablement, and adoption measurement.

- Scaled ChatGPT Enterprise to about 1,000 licensed users and around 800 active users through governance, enablement, direct OpenAI GTM partnership, Champions, and reusable rollout systems.
- AI workflow pilot directly informed enterprise investment in broader ChatGPT expansion, with 90% training completion, 177 weekly users across 289 eligible users, and 30,780 messages in a 3-week period.
- Built the initial AI Center of Excellence, standardizing governance, enablement, and adoption pathways while partnering across Legal, Security, and Engineering on responsible AI delivery.
- Led applied AI initiatives from prototype to scaled adoption across ChatGPT Enterprise rollout systems, custom GPTs, agent workflows, and enterprise-ready use cases for product and merchandising teams.

#### Senior Product Manager - Contact Center & Order Management Systems

Guitar Center - Westlake Village, CA | Jan 2024 - Feb 2025

##### Workflow modernization | OMS / API integration | AI assistant pilots | Operating model

Owned product work for complex service and order workflows where quality, latency, and usability affected customer and employee outcomes.

- AI assistant workflows saved a survey-estimated 2.5 hours per agent per week and strengthened the business case for broader ChatGPT deployment.
- Led cross-functional teams to deliver the winning solution in a company ChatGPT Hackathon, building 4 proof-of-concept apps outside company time.
- Contributed to a hackathon-winning AI product concept that later informed a production customer-facing experience publicly announced by the CEO.

#### Product Manager - eCommerce Journeys

Guitar Center - Westlake Village, CA | Jun 2022 - Jan 2024

##### Customer journeys | Checkout optimization | Conversion analytics | Revenue-linked decisions

Managed customer journey improvements where experimentation, analytics, and usability translated into measurable commercial outcomes.

- Checkout redesign cut checkout time from about 3:00 to 2:03, lifted conversion by about 3%, and produced an estimated \$16M annualized revenue impact.

#### Platform Operations Specialist, eCommerce Platforms

Guitar Center - Westlake Village, CA | Feb 2020 - Jun 2022

##### Platform operations | Ecommerce systems | Merchandising workflows

- Supported ecommerce platform operations and merchandising workflows before moving into formal product management ownership.

## **CTO & Product Lead, AI Research Workflows (Part-Time)**

Immiatrics - Remote | Jan 2026 - Present

### **Part-time | AI research tooling | Retrieval grounding | Human-in-the-loop review**

Part-time product and technical lead for AI research tooling in immunology and life-sciences workflows.

- Led Immunology Scout as a retrieval-grounded, scientist-informed AI research assistant for immunology literature and patent workflows, using human-in-the-loop review and evaluation loops to improve trust.

## **Product & Operations Systems Lead**

DigitalFusion - Culver City, CA | 2017 - 2019

### **Customer workflow systems | Product-adjacent operations | Retention | P&L accountability**

- Led customer workflow and operations-systems work with P&L accountability, contributing to +11% department monthly revenue and acquisition/retention of a 12% concentration client.

## **SELECTED AI PRODUCTS**

**OMS ChatGPT App - agent workflow with APIs and guardrails** - 0-to-1 AI workflow for order lookup/cancellation with human-in-the-loop guardrails, OpenAI plus custom OMS APIs, and production deployment; shows hands-on agent workflow design around real operational constraints.

**Immunology Scout - retrieval-grounded AI research assistant** - Reduced patent-search hallucinations from 100% to 0% after eval-driven agent loops, retrieval grounding, and human-in-the-loop document approval for an expert-facing AI research workflow.

**LaunchMuse - independent OpenAI API MVP** - Built an OpenAI API-integrated MVP that turns artist and release inputs into structured 6-week campaign plans, reducing planning from hours to roughly 5 minutes and showing independent 0-to-1 workflow design.

## **TOOLS**

ChatGPT Enterprise | OpenAI API | Anthropic API | Codex | Claude Code | Jira Product Discovery | Jira | Figma | Google Analytics | Adobe Analytics | Vercel | GitHub

## **EDUCATION & CREDENTIALS**

B.A., Music Composition - Brigham Young University | HBS CORe - Harvard Business School Online | Maven AI Product Management | Advanced AI Product Leadership | CSPO | CSM