

DANA MARIE BAMSHAD

AI Systems Builder · Product Leader · Director · Principal PM

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SUMMARY

AI systems builder and product leader who ships at scale. Launched the first mobile payment platform in U.S. consumer tech (Starbucks, U.S. patent holder), led a re-platform serving 50M DAU across 188 countries (DocuSign), and ran a 44-person enterprise product org (Airbnb). Now building agentic workflows, LLM integrations, and MCP-connected systems — from roadmap through delivery.

EXPERIENCE

Refundly

VP of Product (Contract) 📅 07/2025 - 11/2025 📍 Seattle/Remote

- Led product & design in a high-velocity AI fintech startup redefining how customers track returns & refunds, while supporting FTE hiring
- Built first roadmap, prioritization (RICE) and analytics foundation—transforming chaos into a data-driven product discipline
- Shipped 10 iOS releases in 60 days from a standing start; launched refund-moment push notifications that drove core engagement loop
- Embedded generative AI (Claude, GPT-4) across the full product lifecycle — AI-generated specs, Figma-to-code prototyping, and automated QA review — compressing spec-to-ship cycle time
- Established release and KPI framework, remaining ultra-lean

Dana Bamshad Consulting, LLC

Founder · AI Product Consultant 📅 05/2021 - Present 📍 Seattle

- Built agentic AI workflows and MCP integrations for internal productivity systems, designing automation that connects LLMs to real-world tools and data sources
- Advised early-stage startups on product strategy, operational structure, and vendor partnerships — supporting a \$6M Series A raise for a lean healthcare startup
- Coached 20+ director/executive-level leaders through career transitions, averaging 20%+ salary increases on >\$2M in total offers negotiated

Palmetto Solar

Director of Product, Sales Platform 📅 10/2022 - 08/2023 📍 Remote

- Delivered 150% sales growth & increased NPS score by +35 (score 77) through UX enhancements, performance, and capability expansion
- Directed cross-functional launch of AI-powered solar loan origination platform (Palmetto Light Reach) in 172 days — coordinating product, engineering, and compliance teams across a regulated fintech domain
- Managed B2B2C sales platform team (14) & built product roadmap

Vessel Health

Head of Product/CTO (Contract) 📅 07/2020 - 12/2020 📍 Remote

- Partnered with CEO & COO on organizational design to allow company to scale beyond product launch with \$6M in Series A funding
- Launched computer vision and OCR mobile application using on-device ML to read lateral flow assays and colorimetric diagnostic tests
- Managed launch & delivery of >100K units in 4 months

EXPERTISE

LLMs & AI

Agentic Workflows

MCP & API Integrations

Product Vision

AI Product Strategy

Multi-tenant SaaS

Distributed Systems

0→1 Products

Identity & Payments

OKRs

Cross-functional Leadership

Data-driven Experimentation

Distributed Team Management

KEY ACHIEVEMENTS



U.S. Patent No. 99465126 — payment workflow design powering Starbucks mobile pay



Led redesign of DocuSign Signing exceeded revenue target (>\$200M)



Designed & built agentic workflows for personal productivity (leveraging LLMs through MCP & API integrations)



Delivered Palmetto PPA origination platform solution in 172 days



Pivoted Airbnb for Work platform to deliver Frontline Worker Housing

EDUCATION

BA-American Studies & Cinema Studies
Rutgers University - Douglass College

D.School Design Thinking Bootcamp
Stanford Executive Education

Social Media Strategy
Wharton Executive Education

CTI/ICF Coach Certification
Co-Active Training Institute

EXPERIENCE

Airbnb

Head of Product, Airbnb for Work 📅 06/2019 - 08/2020 📍 Hybrid

- Led Business Travel multi-tenant platform and 44-person cross-functional team (PM, engineering, design, data) serving 550K+ companies and 7M+ enterprise users
- Led data-driven customer quality initiative to identify market-fit customer company personas for scalable adoption
- Designed Customer Early Access Program to boost adoption
- Pivoted product focus to Frontline Worker Housing during COVID, repurposing Airbnb for Work platform to support pandemic response
- Delivered enterprise customer IDM and Single Sign-On Integrations
- Led roadmap for Olympic Games Housing Program (9 games/10 years)

OneMarket Network (A Westfield Company)

Vice President, Product Platform 📅 10/2016 - 04/2018 📍 SF/Remote

- Managed team of 15 individuals through strategic realignment upon sale of Westfield REIT business to an independent start-up
- Delivered multi-tenant Identity management platform for direct-to-consumer products & B2B partners
- Served as the relationship owner for key vendor partnerships and negotiated payment platform partnership to increase revenue by 20%

DocuSign

Director, Signing Experience 📅 07/2014 - 10/2016 📍 SF/Seattle Hybrid

- Directed 30+ person team for multi-tenant Signing Experience
- Delivered full re-platform of Signing platform within a distributed system environment, serving 50M DAU across 188 countries
- Implemented WCAG 2.0 AA level accessibility across product
- Increased the Successful Transaction Rate from 73% to 78%, cutting routing timeline from ~48 hrs to <1 hour with 99.99% SLA (99.999 SLI)
- Led the Financial Vertical Customer Consortium, meeting monthly with CIO/CTOs of 14 major institutions (i.e. BoA, Goldman Sachs, etc.)
- Delivered HIPAA & CFR Part 11 compliance & unlocked >\$30B TAM
- Delivered unique mobile capabilities for largest customer—resulting in an additional \$28M ARR with 3-year commitment

Starbucks China Ltd (TLA)

Digital Director - Head of Mobile 📅 09/2013 - 07/2014 📍 Shanghai

- Joined the APAC/China Leadership Team to lead the vision & delivery of the mobile payment & loyalty apps to >20M loyalty customers
- Budgeted & pitched executive leadership to achieve capital funding
- Led technographic research to adapt UX for China market conditions
- Personally directed UX design, wrote content, & brought the CN mobile apps to market while cultivating the partnership with WeChat
- Oversaw the supporting server infrastructure replacement within one month, supporting 5K stores in 11 Provinces positioned for expansion

Starbucks

Category Manager - Head of Mobile 📅 01/2011 - 09/2013 📍 Seattle

- Awarded U.S. Patent No. 99465126 for payment application workflow
- Founded Starbucks' digital product division; built mobile payment and loyalty platform from 0→1 to \$3B annual revenue in 3 years — the first mobile payment product at scale in U.S. consumer tech
- Established Apple partnership & owned relationship through tenure
- Achieved >15M WAU (20% of U.S. store tender)— with >1M users onboarded to the platform inside first 9 months
- Drove growth of 2M new members in 48 hrs via Apple Wallet launch (WWDC keynote partner)
- Exceeded financial targets by 46.5% YOY, achieving \$3B annual revenue by 2014 (3 years from initial launch)
- Conceived iTunes Pick of the Week digital program & beat annual revenue target in 3 weeks, introducing a multi-million revenue stream

INDUSTRY INVOLVEMENT

Counsel Member

Gerson Lehrman Group

📅 2014 - Present

Mentor

R/GA Connected Commerce Accelerator

📅 2016

Mentor

Techstars Nike Accelerator

📅 2013

Vice President

AIGA Seattle

📅 2008 - 2010

Education Director

AIGA Seattle

📅 2006 - 2008

SPEAKING ENGAGEMENTS



Starbucks Alumni Community

Panelist - "Grow Your Career"



SXSW Interactive 2013

Panelist - Mobile Commerce



SXSW Interactive 2012

Guest Speaker at McGarrah Jesse

EARLY CAREER AGENCY EXPERIENCE

POP Interactive

Mobile App Account Manager

📅 2010 📍 Seattle

- **Role:** Key lead for mobile app client projects
- **Clients:** Amazon (App Store Android client), Sounders FC (iOS App), Symetra Financial
- **Awards:** FWA App of the Day & Seattle Weekly Best Mobile App 2011 Sounders FC

Hornall Anderson

Executive Producer, Digital

📅 2006 - 2010 📍 Seattle

- **Role:** Team lead (25 ppl), mobile SME, RFP key author, delivery of digital installations & apps
- **Clients:** Microsoft, 3M, HTC, Willis Tower
- **Awards:** Horizon Interactive Silver Award, Graphis Gold Award Microsoft Visitor Center, Graphis Gold Award Skydeck at Willis Tower

Pravda Studios

Executive Video Producer/Agency GM

📅 2003 - 2006 📍 Seattle

- Led Microsoft relationship, produced international shoots, managed 15 ppl
- **Clients:** Microsoft, Boeing, XBOX, American Heart Association, Chevron