

Sean R. Treiser

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Product Strategy & Corporate Development | Built Environment & AEC Technology

EXECUTIVE SUMMARY

Strategic Product and Corporate Strategist with 10+ years of experience shaping product vision, ecosystem strategy, and \$500M+ Annual Recurring Revenue (ARR) growth architecture for complex platforms. Expert in market sizing, ROI modeling, and turning ambiguous opportunities into board-ready decisions. Proven C-suite partner in driving M&A, go-to-market execution, and enterprise strategy. Focused on technology for the built environment.

CORE COMPETENCIES

Corporate Strategy:	Growth Strategy	Market Sizing	Strategic Roadmaps
Product Strategy:	Product Vision	Roadmap Planning	Prioritization Models
Financial Analysis:	ROI Modeling	CapEx Planning	Revenue Forecasting
Insights & Research:	Customer Insights	Churn Analysis	Competitive Analysis
Leadership & Execution:	Cross-Functional Lead	Exec Stakeholder Mgt.	GTM Strategy Execution

CAREER ACHIEVEMENTS

Strategic Roadmap:	Architected a 5-year plan to \$500M ARR; secured Board approval and set company-wide innovation agenda.
Market Expansion:	Sized \$90B+ TAM across Marketing and CX; shaped GTM strategy and guided executive investment decisions.
Revenue Growth:	Drove 2x–10x ARR growth in Fortune 100 accounts by translating customer insights into scalable operating strategies.

PROFESSIONAL EXPERIENCE

UserTesting – Staff Corporate & Product Strategist – Atlanta, GA

2023 – 2026

- Architected “Path to Triple ARR,” a 5-year roadmap to \$500M ARR; secured Board approval and established the foundation for the company’s multi-year innovation agenda.
- Served as senior IC across Product and Corporate Strategy; partnered with C-suite and Board to evaluate growth bets, size markets, and convert customer and competitive insights into investment recommendations.
- Identified and sized a \$90B+ Serviceable Addressable Market across Marketing and Customer Experience (CX), informing executive decision-making and shaping Go-to-Market (GTM) strategy across both divisions.
- Led competitive and compatibility analysis for the User Interviews acquisition; built the board-level case that secured approval and protected \$10M+ in enterprise revenue.
- Developed ROI models for the Figma Plugin; forecast \$5.48M return by 2027 on \$3.38M cost, securing Board support for accelerated investment.
- Conducted churn root-cause analysis; identified 39.1% driven by ROI perception, shifting strategy from feature parity to value articulation and influencing sales enablement and pricing.
- Designed and launched the Embedded Strategy pillar, aligning product and corporate strategy through structured prioritization and integration planning.
- Built the Product Prioritization Score, a weighted CapEx governance model adopted by product leadership to guide long-term roadmap investment decisions.

- Built a Partnership Prioritization Model and evaluated Tier-1 integrations; delivered exec-ready API and interoperability recommendations used to guide product roadmaps.
- Co-authored the Product Strategy Playbook, standardizing financial modeling, research scoping, and decision frameworks across product and strategy teams.
- Facilitated global strategy sprints (Barcelona, Edinburgh, Atlanta), incorporating live customer interviews to drive executive alignment and produce high-impact strategic outcomes.

UserTesting – Strategic Insights Leader & Program Manager – Atlanta, GA

2018 – 2023

- Drove 2x–10x ARR growth across Fortune 100 accounts (Amex, Home Depot, Verizon, JPMorgan) by building insights programs that translated user research into actionable operating strategy.
- Scaled “Insights for Impact,” a mission-driven grant program delivering \$3M+ in annual software access to 50+ nonprofits.
- Increased new-user activation 18% by identifying adoption friction through research, content strategy, and leading cross-functional GTM execution to improve onboarding and early user experience.

Pupsocks – Director of Marketing – Atlanta, GA

2017 – 2018

- Launched and scaled a greenfield e-commerce brand from \$0 to \$25M in 90 days by orchestrating a go-to-market strategy, aligning the supply chain, and executing data-driven demand generation.

EDUCATION

Bachelor’s Degree, Food & Resource Economics, University of Florida

Minor: Entrepreneurship, **Specialization:** Marketing & Management

Certifications:

AI x Design Thinking Certificate, IDEO U (2026)

Human-Centered Strategy Certificate, IDEO U (2023)

Business Innovation Certificate, IDEO U (2021)

Mastering Design Thinking Certificate, MIT Emeritus (2021)

UX Design Certificate, General Assembly (2017)

COMMITMENT TO THE BUILT ENVIRONMENT

Completed a cross-country Bike & Build cycling expedition raising funds and awareness for affordable housing initiatives across the United States - a formative experience that anchored a career-long belief that the built environment is where technology strategy has the most tangible human consequence. Currently developing a strategic thesis on software as the operating system for physical assets, with a focus on sustainable architecture, green building practices, and community-centered design. Seeking to bring this conviction into a leadership role where product strategy and the built environment are not separate disciplines but one integrated mission.