

Aaron Zeanah

AI Product Manager | Product Strategy

Multi-Agent System Design | Prompt & Evaluation Standards | AI Governance & Traceability | Voice of Customer at Scale | Python & SQL

aaronzeanah@gmail.com
[linkedin.com/in/aaronzeanah](https://www.linkedin.com/in/aaronzeanah)
red-eagle-portfolio.vercel.app
Atlanta, Georgia



PORTFOLIO + CASE STUDY

AI product leader who spent a decade building the systems that make messy evidence trustworthy — taxonomies, KPI frameworks, and decision controls across regulated, high-volume consumer environments — and now applies that discipline to generative systems. Designed and shipped an end-to-end AI production pipeline: eight defined agent roles, prompt and evaluation standards, evidence tagging, citation controls, and human-in-the-loop release gates that hold every generated output to a verifiable source. Caught a two-thirds hallucination rate in inherited AI drafts before production and drove audited output to zero fabricated claims, independently validated at 66/75 against a 15-category evaluation rubric. Trained historian; fluent in Python and SQL; ten years in compliance-heavy product organizations where provenance is non-negotiable.

Career Trajectory: Account Manager → Product Manager (SaaS) → Project Coordinator → Business Analyst (Compliance) → Manager, Customer Satisfaction → Sr. Manager, Performance & Insights → VoC Strategy Lead → Independent AI Product Consultant & Systems Architect

Professional Experience

Independent AI Product Consulting & Development – Atlanta, Georgia

2025 – Present

Platforms & Methods: Multi-agent LLM orchestration (Claude), prompt engineering & structured reply contracts, evaluation rubrics & model output scoring, evidence tagging & citation controls, knowledge elicitation & tacit capture, provenance & confidence modeling, PostgreSQL/PostGIS, build-vs-buy & vendor evaluation, Python.

The End of the Alabama Frontier — Product Owner & AI Systems Architect

2025 – Present

Designed, built, and shipped a governed multi-agent AI production system adapting my own peer-reviewed 2012 research into an original narrative IP — a four-tier gated pipeline across eight defined agent roles, with prompt and evaluation standards, evidence tagging, and two human-in-the-loop release gates. Full case study and audit results: red-eagle-portfolio.vercel.app

- Cut hallucination from a measured two-thirds fabrication rate in inherited AI drafts to zero fabricated claims across all adversarially audited output, enforced by a six-status citation register spanning 119 tracked quotations and 20 cumulative audit passes.
- Wrote the prompt and evaluation standards — access gates keyed to facts already held, mandatory refusal paths, confidence ratings, blind-first task ordering — after a delegated agent returned an entirely fabricated result that passed a naive verification check; scored 66/75 against an independent 15-category rubric, all 13 critical-failure conditions clear.

AI Consultant — Small Businesses, Atlanta Area

2026

- Advising small Atlanta-area businesses on operational knowledge capture, data modeling, and where generative automation is worth building — and where it is not.

FanDuel – Atlanta, Georgia

2021 – 2025

Owned enterprise Voice of Customer strategy in a regulated, compliance-heavy environment — building the evidence standards and reporting logic that turned fragmented, high-volume customer signal into decisions leadership could defend.

Platforms & Methods: Salesforce, Tableau, Amplitude, Quantum Metric, Qualtrics, Alchemer, Figma, Lucidchart, Python & SQL, AI-assisted qualitative analysis (Claude).

Voice of Customer (VOC) Strategy Lead

2025

- Built a unified quantitative + qualitative scoring framework across live support, surveys, app reviews, and product analytics, benchmarking usability, trust, and loyalty against the market leader on a quarterly cycle.
- Correlated survey detractors against their own support records to convert a benchmark score the product team could not act on into a costed user story — identifying an estimated \$42M in annualized revenue loss inside a contact category that was negligible by ticket volume, and escalating it past Product to the vendor that owned the defect.
- Applied Python and SQL to cohort analysis and sentiment-driver modeling; used AI-assisted synthesis under documented human review standards to accelerate qualitative analysis without ceding judgment.

Sr. Manager, Performance & Insights — Customer Operations, TVG & Racing

2021 – 2025

- Owned the end-to-end Customer Satisfaction roadmap for FanDuel Racing & TVG, reducing reliance on live support by 3%–5% annually through journey mapping, automation insight, and product feedback loops.
- Partnered with Product, Design, and Engineering to prioritize experience improvements across help center, automation, and care tooling.

Cox Enterprises (Contract via Slalom) – Atlanta, Georgia

2021

Senior Analyst, Cox Business Fulfillment

- Analyzed fulfillment and provisioning workflows supporting field technicians, surfacing system handoffs and operational dependencies that impacted technician readiness, scheduling, and install success.

Turner Sports / NBA Digital (WarnerMedia) – Atlanta, Georgia

2015 – 2021

Manager of Customer Satisfaction | Live Services & Support Product Owner

Owned customer experience strategy and live support product operations for NBA Digital's streaming platforms — 16 apps and web, 370k+ subscribers. Elevated NBA Digital's BBB rating from "D" to "A".

Platforms & Methods: Oracle Service Cloud, Tableau, Looker, Omniture, AppFigures, AppFollow, Aha!, Atlassian (Jira/Confluence), NLP tagging & taxonomy design, experimentation & KPI frameworks.

- Defined taxonomies and NLP tagging frameworks turning unstructured qualitative sentiment into structured operational metrics — the data model beneath every downstream insight, and the same classification discipline later applied to AI evidence tagging.
- Partnered with engineering and analytics to build feedback clustering models that informed roadmap prioritization.
- Built the customer communications platform and KPI framework governing all fan-facing interactions across 16 apps and the web platform.
- Drove operational readiness reviews and post-launch retrospectives for major feature releases and live events.
- Communicated customer KPIs to NBA executive leadership; influenced strategy and roadmap producing retention and growth gains of more than 400%.

The Coca-Cola Company (Contract via Randstad) – Atlanta, Georgia

2014 – 2015

Business Analyst — Ethics & Compliance

Delivered a Salesforce case management system supporting global ethics and compliance workflows, defining requirements, user stories, and test scripts in an audit-sensitive environment where every claim had to survive review.

- Coordinated Agile and Waterfall delivery across technical teams and business stakeholders; built scorecards tracking progress, risk, and delivery health across initiatives.

InterContinental Hotels Group (Contract via Insight Global) – Atlanta, Georgia

2013 – 2014

Project Coordinator / Deployment Manager

- Coordinated global technology deployments across reservation and revenue systems, partnering with executives, business stakeholders, and 20+ developers to deliver multi-million-dollar revenue impact.
- Monitored application usage and SLA metrics across the global hotel estate, enabling managers to optimize pricing for revenue performance.

Siteminis Inc. – Atlanta, Georgia

2011 – 2013

Product Manager / Senior Account Manager

Led product strategy and owned feature prioritization for a SaaS mobile web design platform, translating direct client feedback into user stories, roadmap items, and execution plans.

- Authored platform white-paper documentation and led client onboarding, increasing client-team capability and adoption.

Areas of Expertise

AI Product & Systems	Product Management	Evaluation & Governance	Research & Data
♦ AI Product Management ♦ Multi-Agent Orchestration (LLM) ♦ Prompt Engineering Standards ♦ Human-in-the-Loop Design	♦ Product Strategy & Roadmapping ♦ Requirements & User Stories ♦ Agile & Scrum Delivery ♦ Stakeholder Leadership	♦ Model Output Evaluation & Evals ♦ Hallucination & Error Analysis ♦ Evidence Tagging & Traceability ♦ AI Governance & Guardrails	♦ Python & SQL ♦ Taxonomy & Data Governance ♦ Qualitative & Quantitative Research ♦ Voice of the Customer (VOC)

Education	Continued Learning	Publications
Degrees B.A. History Auburn University: 2011 Other Coursework Bootcamp: Data Science & Analytics Georgia Institute of Technology: 2020 ("A B.S. without the B.S.")	AI In Business Georgia Institute of Technology: 2025 Survey Design Beginner to Pro: Framework + ChatGPT Udemy: 2024 The User Researcher's Guide to UX Discoveries Udemy: 2024 Empathy in Product Management Udemy: 2024 Introduction to Product Management General Assembly: 2016	The End Of The Alabama Frontier: Weatherford's Perspective <i>International Journal of Interdisciplinary Social Sciences</i> Vol. 6, No. 4 (2012)