

GARRETT GENTLE

SENIOR PRODUCT MANAGER | LIVE PRODUCTS, GAME ENGAGEMENT, AI-FLUNET PM

HIGHLIGHTS

- Delivered 20+ mobile SaaS products and a scalable fan-engagement platform used by 250+ clients worldwide, supporting 11M+ users and several million hours of engagement.
- Avg. brand engagement up by 36% for Coke, NFL, NASCAR, and other major brands, leagues, and agencies.
- Leveraged internal analytics tools to mature teams; created client-facing tools to provide activation metrics.
- Designed agile workflows that improved delivery load of sprint releases, as well as build stability.
- Scaled and mentored a growing product team (1 → 5 PMs), establishing transparent processes and a delivery-focused culture that earned trust across all departments.

WORK EXPERIENCE

PRODUCT MANAGER → DIRECTOR OF PRODUCT, CUE

2022 - 2025

- Led product strategy, roadmap execution, and delivery for 20+ mobile/web interactive products across a scalable fan-engagement platform supporting 250+ clients, 11M+ users, and several million hours of engagement.
 - Spearheaded Shootout, a replayable arcade-style sports game activated by Slim Chickens and Coca-Cola, reaching ~80,000 unique users, ~1M plays, 12.5 sessions/user, ~15,000 hours of engagement, and contributing to a 20% average sales lift for Coca-Cola products.
- Used internal analytics, client-facing activation metrics, and DevOps dashboards to evaluate engagement, track product health, communicate performance, and guide prioritization.
- Built and refined Agile release workflows, QA handoff practices, and ticket lifecycle documentation, improving bug and feature request delivery time by 67%.
- Led platform stabilization initiative that closed 1,670 bug tickets in 3 months, improving production reliability.

PRODUCER, TRANSPORTED LABS

2022

- Led a team of 9 devs and 1 designer to build a web-based fan engagement platform from zero to launch in under 3 months.
- Established product operations, ticketing standards, feature templates, acceptance criteria, and ownership expectations for a fast-moving game-like product team.
- Shipped 6 interactive fan products with major sports organizations, including SF 49ers, Tennessee Titans, NASCAR, LA Chargers, and Tampa Bay Buccaneers, supporting ~50,000 users and 250,000+ impressions.

CORE SKILLS

Product Strategy • Roadmapping • Live-Ops • Agile/Scrum • Stakeholder Mgmt. • DevOps / Jira / Asana

EDUCATION

CSU NORTHRIDGE

Bachelor's Degree | Cinema and Television Production | 2018 - 2021

VALENCIA COLLEGE

Associate's Degree | Computer Science | 2015 - 2017

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RECOMMENDATIONS RECEIVED

Rich Meyers | VP of Strategic Partnerships

I've had the chance to work closely with Garrett and see him grow tremendously — not just professionally, but as a person. One of the things I really appreciate about Garrett is how he set up workflows that balanced a solid process with a true get-it-done approach. He always made sure deadlines were hit and clients were happy, which is no easy feat.

He's great at breaking down complex projects and making sure everyone stays on the same page, even when there are shifting priorities or tight turnarounds. Garrett has a knack for keeping teams aligned, spotting risks early, and making sure nothing falls through the cracks.

Beyond the operational side, Garrett really leads with empathy. He knows how to rally people around a shared goal and build an environment where everyone feels supported and motivated. He has a rare ability to balance the big picture with the details, and it makes a huge difference on a project.

Any team looking for a producer who can help deliver top-tier work while keeping things running smoothly would be lucky to have Garrett on board. I'd recommend him in a heartbeat.

Alberto Garcia | Art Director

I had the pleasure of working with Garrett, and I can honestly say he's one of the best teammates I've had. He brought compassion, clarity, humor, and serious dedication to everything he touched.

As a Director of Product, Garrett didn't shy away from big challenges. He took on complex projects, set up clear protocols, and stood by his decisions with a rare mix of confidence and empathy. Even in high-pressure situations, he stayed cool, positive, and focused.

Beyond the work itself, he was just a joy to be around. He's an innate source of positivity, politeness, and gratitude. Working with him was a reminder of how powerful those traits can be, and I'm thankful to have deepened my own appreciation for them through our time together.

Anyone would be lucky to have Garrett on their team. He's the kind of person who makes things better, both in terms of outcomes and the day-to-day experience of getting the work done.

Ira Akers | Cofounder @ CUE

I had the pleasure of working alongside Garrett during his time at CUE, and I can honestly say he's one of those rare talents who elevates every team he's a part of. As our Director of Product, Garrett brought a sharp product mind, excellent leadership, and a calm, confident presence to the table. He was professional and dependable, yet always approachable and cool under pressure—someone you genuinely looked forward to collaborating with.

Garrett has a great ability to balance user needs, business goals, and technical feasibility, all while keeping his team motivated and focused. He added real value to our culture—fun, thoughtful, and invested in the people around him. Simply put, Garrett made our company better.

I couldn't recommend him more highly. Any team would be lucky to have him.

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Jeff Rickel | Sr. Director of Engineering

Garrett is a detail and process-oriented product owner/project manager that is also able to pivot when a project requires it. He understands the ideals of managing a project but also the realities. Projects do not always unfold by the book. I have not worked with many that are so good at being able to pivot and adapt when the situation calls for it.

Garrett is also inquisitive and interested in not just understanding his projects, but also the frameworks they operate under. He strives to understand the variables and has a curiosity about how applications work under the hood. Because of this, he has a strong respect for all the disciplines that contribute to a successful sprint or a product. He understands the need for documentation and communication while doing a very good job with both.

Beyond his skills, Garrett is also a pleasure to work with. He is respected by those he works with and shows respect for his colleagues as well.

I have had the chance to work with Garrett as his skills have grown and have seen someone willing to take on any challenge. He has worked hard to develop his skills and has gone from a junior PM to a seasoned and senior, director level PM in only a few years. This is due to his adaptiveness, intelligence, work ethic, and desire to keep learning. I do not think Garrett is someone who ever thinks he has arrived - he knows there is always more to learn and always somewhere he can improve. He is self-critical and a willing recipient of constructive criticism. Anyone who brings him on to their team is making a wise choice and will not regret it.

Topher Stott | Chief Creative Officer

Garrett has truly excelled in his role as Director of Product, particularly in a challenging and fast-paced environment. Over the past two years, his growth—both personally and professionally—has been nothing short of impressive. He has shown remarkable resilience and adaptability, navigating obstacles with ease and consistently delivering high-quality results.

His ability to lead cross-functional teams and drive product strategy has had a tremendous impact, ensuring that goals are met while maintaining an exceptional level of quality and innovation. Garrett is always looking for ways to improve, and his dedication to continuous learning and personal development has made him a stronger leader with each passing year.

What sets Garrett apart is not only his strategic mindset and technical expertise but also his commitment to fostering a collaborative environment. He truly understands the importance of empowering his team and helping them grow, which has been evident in the success of the products he's led.

I highly recommend Garrett for his leadership, growth, and ability to thrive in challenging environments.

Tyler Williams | Product Manager

When it comes to adaptability and learning, you will find no one more passionate to expand their knowledge and skills in order to help the team. Garrett shows high attention to detail and keeps consistency in the designs of his work. Any team that Garrett is part of will realize quickly that they have someone they can count on.