

Avi Horowitz

Product-focused strategic technologist & executive on tech's bleeding edge

One Exit, 2x Founder, Four Patents, Dog Dad

linkedin.com/in/avi-horowitz

Boston, MA & San Francisco, CA

Work Experience

BadVR, Inc. — Senior Product Manager

Boston, MA — Apr 2023 - Present

- Led Product & cross-functional Engineering, Design, & Project Management teams
- Crafted innovative Spatial Computing + AI software product design, development, and strategy for Top-Secret Armed Forces & Department of Defense contracts dealing with complex multi-domain battlefield, training, collaboration, and data viz tools; Brought 3 new products to market
- Wrote extensive product documentation and led efficient agile development cycles

Everychain.xyz (acquired) — Head of Product & Co-Founder

San Francisco, CA — Sep 2021 - May 2022

- Built the most comprehensive aggregation of top-level ecosystem, financial, & resource data for all major blockchains: A one-stop resource for developers making the jump from Web2 to Web3, dubbed "The Wikipedia of the blockchain industry"
- Acquired by Braitman & Co., an early-stage blockchain-focused private equity group in under 9 months from conceptualization

Marco Ventures, Inc. — Chief Executive Officer & Co-Founder

San Francisco, CA — Jul 2018 - Apr 2022

- Architected a zero-knowledge blockchain approach to targeted digital advertising
- Raised 7-figures in Angel & VC funding
- Managed Cryptographic Engineering, Design, & Marketing teams
- Designed, built, and launched companion browser extension & iOS mobile app

Upload, Inc. — Chief of Staff, Head of Expansion, Strategic Partnerships & Business Development

San Francisco & Marina del Rey, CA — Apr 2016 - Mar 2018

- Led expansion efforts & strategy; Responsible for launching new markets & scaling business lines, including Upload EDU — a multi-million dollar corporate XR edu lab
- Wrote & designed fundraising materials; Successfully pitched VCs alongside the CEO & President to raise the company's \$6M Series A
- Championed \$3M+ of partnerships with Meta, HP, NVIDIA, Audi, Dolby, Twitter, Hulu, Technicolor, NBC Universal, WME, and Nike
- Sole Project Manager for launch of Upload LA Campus: A 20K sqft state-of-the-art XR training, 3D capture, & incubator/coworking space. Responsible for: Locating real estate & negotiating lease, managing construction/architecture/design teams of 30+ people using XR for construction pre-viz, sourcing & closing sponsorships & partnerships for equipment & services. Managed aggressive timeline to launch on-time & \$100K under budget in 5 months

U.S. Small Business Administration, Office of Investment & Innovation

Senior Innovation Specialist & Chief of Staff — Washington, D.C. — Aug 2014 - Mar 2015

- Served as the right hand to the SBA's CTO on special projects & SBIR programs
- Co-Creator & Head Event Coordinator for 2014 EU-sponsored research & innovation transatlantic collaboration symposium held at the Italian Embassy in Washington, D.C.; Wrote keynote speech for Obama Cabinet Member SBA Administrator Maria Contreras-Sweet & the Italian Ambassador to the U.S.
- Lead SBA Coordinator for "White House Business Council Forum on Accelerating Entrepreneurship" — a joint SBA/White House Office of Science & Technology Policy event keynoted by U.S. CTO Megan Smith (formerly VP of Google[X])

Startup Advisorships & Consultancy

Human Foundry, Stanford, CA — Advisor, Spatial Computing

- Human Foundry is a production and branding studio helping leading brands and award-winning talent build loyal audiences through original content, leveraging frontier technologies

Zeality, San Francisco, CA — Advisor, p/t Chief Product Officer

- Co-invented & wrote four patents to better merge real-world & virtual content, and optimize high-fidelity streaming bandwidth capabilities for collaborative Spatial Computing

Patents

- US-11895175, US-11893699, US-2023033795, US-20230298221

Education

Brandeis University, Boston, MA

Pursued BA in Business, conc. in Entrepreneurship & Innovation; Double Major in Political Science; Minor in Music Theory

American University, Washington, D.C.

Washington Mentorship Program

- Full time student while working at the SBA OII

City College of San Francisco, San Francisco, CA

Various Coursework

- Computer Science — Python, C++
- Advanced Business Calculus
- Advanced Business Excel

Organizations

Open AR Cloud Association, Remote

Founding Council Member

- User Experience, Accessibility, & Safety Working Group Council

Skills

Product Strategy User-Experience (UX) Design
Feature Prioritization Product Roadmap Development
Agile & Scrum Prototyping Competitive Analysis
Cross-Functional Team Leadership Strategic Partnerships