

ANTHONY IVANOVSKY

AI Product Strategy, Innovation & GTM Operations Leader

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Director, VP, Head of AI Product, Head of AI Innovation, and Customer Success Executive roles

95% client retention | 100% YoY account growth | 350+ complex launches | 9 countries supported | 200 accounts upsold

EXECUTIVE PROFILE

Founder-adjacent AI product leader with 7+ years scaling SaaS organizations across product strategy, product management, AI innovation, GTM operations, customer success, onboarding, implementation, and technical support. Known for operating with a management consulting mindset: structuring ambiguous problems, converting customer and market signals into product priorities, validating new AI capabilities, and translating product complexity into revenue, retention, and adoption.

LEADERSHIP IMPACT

- Built and led AI innovation, client success, implementation, onboarding, support, and deployment functions in fast-growth SaaS environments.
- Converted customer insight into product strategy, product roadmaps, private beta programs, benchmarking plans, sales enablement, webinars, and GTM motions.
- Managed cross-functional teams spanning forward-deployed AI engineering, voice AI, product support, onboarding, deployment, and technical support.
- Created operating cadences, metrics, playbooks, and self-serve resources that made customer-facing teams easier to scale and lead.

PROFESSIONAL EXPERIENCE

Head of AI Innovation & Product | STAN AI | Oct 2025 - Present

AI product strategy, product management, and property management automation

- Own AI product strategy and product management for new capabilities from opportunity framing through discovery, prioritization, private beta, launch readiness, and production release.
- Operate as an internal management consultant to founders and GTM leaders by structuring ambiguous customer problems, sizing opportunities, defining success metrics, and recommending product direction.
- Manage forward-deployed AI engineers, voice channel engineers, and product support specialists building customer-facing automation workflows.
- Run a strategic customer ambassador group to validate new AI capabilities, sharpen roadmap priorities, and accelerate MRR expansion through product-led adoption.
- Translate AI product complexity into executive-ready narratives, solution design, sales enablement, webinars, and cross-functional GTM motions.

Team Lead, Operations | STAN AI | Jun 2024 - Oct 2025

Sales, marketing, customer success, and product innovation operations

- Supported end-to-end GTM operations across sales, marketing, customer success, and product innovation during a fast-growth operating phase.
- Helped hire, ramp, and coach business development and account executive talent while improving prospecting, website, and lead generation workflows.
- Built AI-assisted lead generation and operating processes that improved team focus, handoffs, and repeatability across growth motions.
- Worked directly with founders and senior leadership to align cross-functional priorities, unblock execution, and advance company growth initiatives.

Manager, Client Success & Implementation | STAN AI | Oct 2023 - Jul 2024

Client success, implementation, and account management buildout

- Built client success, implementation, and account management functions from the ground up for an AI automation platform.
- Led global deployment of AI tools across property management portfolios, enabling adoption across thousands of communities.
- Maintained 95% client retention and achieved 100% year-over-year account growth through onboarding rigor, expansion focus, and executive relationship management.
- Designed rollout playbooks, training programs, and success operating rhythms across voice, chat, email, and web channels.

Manager of Onboarding Success | iLobby Corp. | Feb 2023 - Oct 2023

SaaS visitor management

- Partnered with GTM leadership to create a net-new onboarding department, including kickoff standards, requirements gathering, training, and launch governance.
- Hired and developed onboarding team members while standardizing playbooks for complex customer implementations.
- Successfully launched 350+ complex accounts and improved the customer path from sales handoff to activation.

Support & Deployment Manager | iLobby Corp. | Feb 2022 - Feb 2023

Technical support and hardware deployment operations

- Managed a hybrid team of technical support and warehouse deployment specialists supporting global hardware and software rollouts.
- Developed customer-facing SLAs and internal KPIs to improve accountability, service quality, and leadership visibility.
- Expanded self-serve knowledge delivery and introduced scalable hardware delivery solutions for global deployments.

Customer Support Lead | OnCall Health | Feb 2021 - Feb 2022

SaaS telehealth

- Built and trained a global customer experience team supporting patients and healthcare providers in a virtual care environment.
- Defined support SLA tiers for SMB, mid-market, and enterprise clients while improving escalation paths and customer communication.
- Created help center resources, self-serve chatbot workflows, and a product defect tracker to improve support scale and product feedback quality.

Support & Education Leader | Lane | Jan 2020 - Feb 2021

SaaS commercial real estate

- Implemented customer service operations including incident response, Zendesk workflows, help center resources, and product education content.
- Built product knowledge curriculum and team metrics to improve customer interactions, onboarding consistency, and support visibility.

Customer Support Analyst | TradeGecko | Oct 2019 - Jan 2020

SaaS ecommerce operations

- Resolved complex synchronization and data discrepancy issues through data-log analysis and customer workflow diagnosis.
- Identified upsell, integration, and product feedback opportunities from customer interactions.

EXECUTIVE SKILL STACK

AI & Product: AI product strategy, product management, product discovery, roadmap prioritization, AI workflow design, automation benchmarking, private beta programs, voice AI, product launch

Strategy & Operations: management consulting, GTM operations, operating cadence, KPI design, opportunity sizing, cross-functional leadership, founder partnership, process design

Revenue & Customer: Customer success, enterprise onboarding, account growth, retention, expansion, solution selling, stakeholder management, webinars, enablement

Technical: SaaS platforms, Salesforce, Zendesk, CRM operations, help centers, chatbots, technical support, deployment operations, IT and computer networking

EXECUTIVE DIFFERENTIATORS

- Founder-adjacent product operator who can move between strategy, product discovery, prioritization, hiring, enablement, and day-to-day execution without losing velocity.
- AI adoption leader with hands-on experience translating ambiguous customer workflows into tested, benchmarked, and marketable product capabilities.
- Customer education builder with a track record creating help centers, webinars, training programs, self-serve resources, and executive-ready narratives.
- Commercially aware technical communicator who connects product complexity to retention, account growth, implementation confidence, and sales momentum.

EXECUTIVE VALUE PROPOSITION

- Product Strategy: Frame customer pain, define product bets, size opportunities, and turn ambiguous AI use cases into clear roadmap decisions.
- Product Management: Drive discovery, prioritization, beta design, launch readiness, adoption feedback loops, and cross-functional execution.
- Management Consulting: Structure messy operational problems, align stakeholders, clarify metrics, and recommend pragmatic paths from insight to execution.
- AI GTM Leadership: Convert technical product capabilities into marketable narratives, customer education, sales enablement, and expansion motions.

EDUCATION & CERTIFICATIONS

- Computer Networking and Technical Support (CNS), Seneca College - Toronto, Ontario
- Broadcasting Television and Radio (RTVT), Seneca College - Toronto, Ontario
- Customer Service Leadership, Project Management Institute
- Salesforce for Customer Service, Salesforce Bootcamp
- Business-to-Business Sales, BrainStation Toronto