

PHILLIP MOREHEAD

AI Product Leader · Agentic Workflows · AI Adoption & Change

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EXECUTIVE SUMMARY

Product leader with 16 years in product. As Director of Product I ran a 60+ person org and owned the budgets, vendors and success metrics behind every launch. I build AI agents myself, take them to production and operate them after launch. Then I do the harder part. I get the people doing the work to trust them and use them every day.

I see customer success from the delivery side. At Launch by NTT Data I moved about 45 client accounts onto a product operating model in 12 months. Launches came 50 to 55% faster, escalations dropped and retention improved. At Sparq I took the firm from 36 to 100 Claude certifications in under four weeks. I also built the agent the sales team reads every morning.

"A terrific product leader, constantly thinking about continuous improvement, for his products and himself. Excellent executive presence: calm, organized, and professional."

Gopal Kamat, former Manager, Launch by NTT Data

CORE COMPETENCIES

Agentic Workflow Design & Orchestration · AI Portfolio Strategy & Business Cases · Use Case Scoring & Roadmapping · Agent Evaluation, Guardrails & Monitoring · AI Adoption, Change Management & Champion Networks · Customer Lifecycle & Retention · Model & Platform Selection · Executive & Steering Committee Communication

PROFESSIONAL EXPERIENCE

SPARQ · Principal Product Strategist & AI Ambassador

Remote · Sep 2025–Present

Product strategy and delivery consulting firm. The firm's AI native builder. I turn internal and client problems into agents people actually use.

- Built and operate Account Flare, an agent that reads public news on every client and lead and emails each rep a daily digest of reasons to call or reasons to worry. Rolled out to the sales team in October 2026.
- Built Pitch Trainer, an AI buyer simulator that grades reps line by line against a shared rubric, with regression tests on the grader. Adopted by the COO and rolled out to the Solutions Consulting team.
- Founded and run Sparq Flight School, the firm's Claude certification program. Took firm wide certifications from 36 to 100 in under four weeks at an 8% exam fail rate. Built the boot camp and contributed to the exam question pool.
- Drove pricing strategy, SOW structure and client artifacts for a Phase 1 AI engagement with a Fortune 50 retailer. Signed October 2026 at \$806K.
- Built Agent Ledger, a tamper evident audit trail of AI agent actions and reasoning with masked records, demonstrated on Account Flare's live calls.
- Led the build of Single Point of Truth (SPOT), the conversational layer of Sparq OS, the firm's internal AI platform on GCP and Snowflake with role based access.
- Scored 1,100+ dashboards into a phased migration plan for a Looker to Power BI pursuit, with a working prototype behind it.
- Drove the firm's Anthropic Delivery Readiness Designation submission for Claude Code and Cowork. Registered the firm in Google Cloud's Delivery Readiness Portal from zero.

NutrAssist · Co-Founder & Chief Product Officer

Remote · Apr 2024–Present

Family nutrition and pantry app for web, iOS and Android.

- Own product strategy, UX and go to market. Build the product myself with agentic AI and no standing engineering team.
- In beta with ~250 users at roughly 75% still active. Validating willingness to pay ahead of public launch.

Launch by NTT Data · Director of Product

Columbus, OH · Sep 2021–Mar 2025

Led a 60+ person product org serving consumer, fintech and healthcare clients.

- Built NTT Data's first product org. Moved about 45 client accounts from BAs and project managers to product, outcomes and design in 12 months. Launches came 50 to 55% faster, with fewer escalations and better retention. The model has since scaled to hundreds of PMs.
- Led 60+ product managers, owners and scrum masters through layers of leadership, with 15 direct reports, 10 of them product leaders. Grew headcount 150%. Owned budgets and vendors.

- Shipped a hospital iPad intake app for HCA across 36 sites in the US and UK, reaching 745K monthly active users. Cut patient intake from 15 minutes to 2. Integrated Epic and Meditech data over FHIR and HL7, and owned device rollout, MDM and field reliability. Partnered on HIPAA, GDPR and NHS requirements.
- Took AI to production for a global athletic footwear brand across roughly 200 US stores. A hybrid ML and rules model more than doubled forecast accuracy. Stockouts fell 37% and sales rose 20% on popular drops.
- Set the success metrics before every launch and the now, next, later roadmap standard across the org.

Launch by NTT Data · Consulting Manager

Columbus, OH · Dec 2020–Sep 2021

- Owned product strategy for the firm's largest account (\$20M) as executive escalation point. Grew revenue ~\$1M by launching new product lines.

Safewire · Director, Product & Operations

Columbus, OH · 2020

- Built the roadmap and go to market for consumer wire fraud prevention in real estate payments, where trust was the product. Scaled technical and production teams 300%.

Beam Dental · Senior Product Manager

Columbus, OH · 2019–2020

- Shipped an internal claims adjudication and workflow tool that cut claims processing from hours to seconds.
- Launched partner onboarding on both sides of a regulated insurance market, bringing new benefits platforms online and adding ~\$250K annual revenue.

State of Ohio, Dept. of Developmental Disabilities · Business Process Analyst / Systems Lead

2017–2019

- Led identity and access management (OAuth, SAML) for HIPAA sensitive applications. Cut report generation from 45 minutes to 30 seconds for statewide program staff.

EARLIER EXPERIENCE

- Creative Arts Lifestyle, Senior Product Manager (2016–2017): Led an e-commerce replatforming of 50K orders and 25K products.
- Client Solution Innovation, Product Manager (2014–2016): Took B2B products from concept to launch. Grew one client's revenue 417%.
- Better Together, Product Manager (2010–2014): Led web and mobile products and a 12 person team. Scaled adoption from 4 to 77 campuses.

SELECTED BUILDS

- Model Compare: a blind bake off of four Claude models building the same page. modelcompare.philmorehead.com
- AI Went Wrong: six interactive scenarios on how AI fails and what each failure costs. sparq-ai-went-wrong-scenario-one.netlify.app

EDUCATION

B.S., Health Administration · Minor: Business Administration · Ohio University

B.S., Cybersecurity & Information Assurance · Coursework completed · Western Governors University

CERTIFICATIONS

- Anthropic: Claude Certified Architect (Professional, Foundations), Claude Certified Developer (Foundations), Claude Certified Associate (Foundations), Claude Code Partner badge. The only person at Sparq who is four for four.
- Google Cloud: Certified Partner Specialist, Gemini Enterprise Deployment; Certified Partner Specialist, Gemini Enterprise Agent Development.
- AWS: Certified AI Business Strategist. Demonstrated microcredentials in Agentic AI, Securing Agent Identities, Databases for Agentic AI, MLOps and Serverless.
- Scrum.org: PSPO I & II, PSM I & II, PPDV, PAL, PSM AI Essentials, PSPO AI Essentials. SAFe POPM.