



Don Cosseboom

Fractional Head of Product

Getting to a demo got fast. Getting to a product didn't. I work with growth-stage teams starting to find traction but without the product systems to scale it yet.

Previously **VP of Product at Pixability**

\$2M annual contract

Scaled the data pipeline needed to deliver it, enabling revenue recognition a quarter early

+25 points

Adoption after the first release. Automated pacing, kept campaign decisions with people, shipped within a quarter

63% agreement

Between two human-labeled datasets at an Audubon sanctuary, which is why that AI evaluation started with the humans

REFER ME WHEN YOU HEAR

“ Every answer ops needs goes through an engineer.”

An AI underwriting company: case evaluation went from **2 days to under 10 minutes**, freeing **20+ engineering hours a week**.

“ People rebuild the same report by hand every week.”

“ We're stuck on build versus buy and the evaluation keeps restarting.”

“ We're about to trust a model nobody has evaluated.”

“ We sold it. Now we have to build it, on a pipeline that's already full.”

“ The demo works. We don't know what it takes to make it dependable.”

The thread is the same: there is pressure to build, and the decisions that matter haven't been tested. It usually surfaces once customers start saying yes. Traction exposes the gaps.

WHERE I FIT, AND WHERE I DON'T

A good call for: teams where the product works but the systems around it have not caught up, and where the next decision is expensive enough to be worth testing first.

Not me: engineering leadership, design-only engagements, or a team that has already settled the decision and needs hands rather than judgment.

Size and stage: growth-stage B2B software companies, usually Seed through Series B, where customer traction is outrunning the product systems.

WHAT AN ENGAGEMENT LOOKS LIKE

60 to 90 days, deliverables agreed before we start. The first month is usually discovery: how the work actually happens, before deciding what to change. It ends with something that works and a clear stopping point, and can continue as ongoing product leadership.

WHAT PEOPLE SAY AFTERWARD

“Don took what started as a fuzzy scope and turned it into decisions we could actually stand behind — a roadmap we could execute.”

Laura Taylor, VP Marketing & Product, ARInsights

“Don delivered clarity and precision under pressure, elevating the team's execution on complex problems.”

Francis (Chip) Correra, worked with me at Pixability; later CTO, Mode Mobile

Know a team hitting one of these?

An introduction is enough. I can usually tell quickly whether I can help, and I will say so either way.

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Arvakura is Don Cosseboom's product leadership practice.

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