

Shane Scranton

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SUMMARY

Principal-level product leader (10+ years) focused on platform strategy, cross-team alignment, and shipping scalable systems for complex workflows.

Built and led B2B products from 0 to revenue in the built world and climate tech, with a pragmatic approach to AI adoption, reliability, and customer trust.

CORE STRENGTHS

- Platform strategy and multi-year roadmaps, sequencing, and dependency management
- Cross-functional leadership across engineering, architecture, research, security, legal/privacy, and go-to-market
- Customer workflow discovery (AEC), translating use cases into scalable platform capabilities

PASSION PROJECT

Modelcore, Solo Developer (nights and weekends), modelcore.app

Browser-based 3D CAD collaboration platform with SketchUp-like simplicity and Figma-like real-time teamwork, built as a solo developer with heavy AI coding assistance.

- Shipped core modeling tools and inference/snapping (axis locking, plane inference)
- Designed a command pipeline with undo/redo and diff-based scene sync
- Implemented realtime multiplayer collaboration with locks and divergence resync
- Built a custom geometry engine and robust CSG via manifold-3d

PROFESSIONAL EXPERIENCE

DroneDeploy, Group Product Manager, Aerial (April 2025 - Present), Remote

Late-stage startup (~300 employees) where I lead product for Aerial workflows used by thousands of organizations.

- Launched a new paid SKU, Aerial Pro, in under 12 months from hire date
- Own roadmap and delivery for Dock Automation, Flight Planning, and Aerial Geospatial workflows
- Drive cross-functional alignment across engineering, design, GTM, and support to ship reliably at scale

Career Break (April 2024 - April 2025)

Full-time parent.

Running Tide, VP Product (December 2022 - April 2024), Portland, ME

Ocean-based carbon removal company (~100 employees) where I built the product function and aligned leaders across science, engineering, and commercial teams on roadmap, delivery sequencing, and durable customer outcomes.

- Owned multi-year product strategy and roadmap, balancing foundational investments with near-term delivery
- Delivered 21,000 verified carbon credits accepted by customers
- Generated \$6MM+ in revenue through shipped product offerings
- Coordinated cross-team execution for 15 North Atlantic deployments

IrisVR (Product acquired by Autodesk), CEO and Co-Founder (March 2014 - March 2021), New York City

B2B SaaS platform for AEC teams to collaborate in immersive virtual walkthroughs before construction begins; product acquired by Autodesk.

- Founded and led the company from concept to acquisition, owning product strategy, roadmap, and delivery
- Raised \$15M from Emergence Capital, Techstars, and other investors
- Scaled to \$2.2M ARR with under-12-month payback and an NPS consistently above 50
- Built and managed a 30-person team; directly managed 5 to 12 people across functions
- Served 700+ enterprise AEC customers
- Shipped platform capabilities including real-time collaboration, multiplatform support, and high-performance 3D data pipelines

True Level, Growth Consulting and Advising (March 2021 - Present), Greater Boston Area

Advising early-stage teams on hiring, fundraising, MVP delivery, and growth systems.

- Advised founders on product strategy, positioning, and roadmap prioritization
- Built lightweight growth and operating systems across the funnel, from discovery to retention
- Supported hiring and team design for early product and go-to-market functions
- Worked with clients including Running Tide, Resonant Link, and SiteScape

EDUCATION

Middlebury College, Bachelor of Arts, Joint Major: Environmental Studies and Architectural Studies, 2012

- Christian A. Johnson Prize

SKILLS

- **Company-level:** culture and values alignment, goal setting, hiring, team management, product vision, fundraising, budgeting
- **Department-level:** project management + agile, business/revenue operations, demand generation, customer discovery, UX/UI design, FP&A
- **Tools:** AI coding assistants (Cursor, Windsurf, Claude Code) and the surrounding workflow, plus HubSpot, Salesforce, Figma, Revit, SketchUp, Blender, Unity, Unreal Engine