

MARK CATALANO

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PROFESSIONAL SUMMARY

Two-time founder and technical product leader with 15+ years finding what customers actually need and shipping it end-to-end. Fluent in the seam between engineering, design, and business, as comfortable talking architecture with engineers as aligning a room of executives; works empirically, by experiment and evidence.

PROFESSIONAL EXPERIENCE

Co-Founder & CEO, Head of Product, TakeShape Oct 2018 – Jul 2026 • Brooklyn, NY • Remote
Founded and built the platform enterprises use to run secure AI agents grounded in their data, running multi-tenant on AWS and serving billions of requests.

- Raised \$3M in seed funding from well-known dev-tool founders in Silicon Valley, and completed the highly selective Techstars accelerator
- Steered the company through two product-direction pivots (headless CMS to composable API mesh to a data-grounded AI agent framework and runtime), reading each market shift early and repositioning the product to meet it
- Established and managed the product roadmap on a weekly delivery cadence, prioritizing scope and resources by user impact, engineering capacity, and market opportunity
- Grew the platform to ~\$1M ARR across enterprise and mid-market customers
- Directed a cross-functional remote team of engineers and designers, grew it to eight at its peak, and shaped team composition and workload to project needs
- Led comprehensive discovery research (interviews, surveys, usage analytics) to identify market opportunities and user pain points and shape the product direction

Founder & Managing Director, Ronik Design Oct 2011 – Sep 2018 • Brooklyn, NY • On-site

- Led delivery of 100+ projects, managing resource allocation and project scoping while securing \$8M in contracts and achieving \$1.5M annual revenue
- Directed the design and build of Before the Flood, the Leonardo DiCaprio Foundation's award-winning climate-campaign site
- Directed a cross-functional team of 15 designers and developers, and built an internship program whose graduates went on to Google, Shopify, GitHub, and Slack
- Partnered with complex enterprise organizations including ESPN, Reuters, Bloomberg, GE, Fidelity, McGraw Hill, Kaplan, Benjamin Moore, New York Public Radio, UNHCR, Fuse Media, Outbrain, and Xamarin, engaging and presenting to senior leadership to align on strategy, scope, and delivery

EARLIER EXPERIENCE

SOFTWARE ENGINEERING		INTERNSHIPS	
Fast Company • New York, NY	2011	Usability Researcher • Fidelity Investments • Boston, MA	2007 – 2008
Newsweek • New York, NY	2009 – 2011	Application Analyst → Senior Application Analyst • Harvard	2005 – 2007
Publicis Sapient • Boston, MA	2008 – 2009	Center for Genetics and Genomics • Cambridge, MA	

SELECTED CAPABILITIES

PRODUCT & BUSINESS LEADERSHIP: Product Strategy & Roadmapping • Cross-Functional Team Leadership • Stakeholder Management • Executive & Senior-Leadership Engagement • Activation & Onboarding Optimization • Business Case Design • Data Science
AI PRODUCT DEVELOPMENT: Large Language Models (LLMs) & Prompt Engineering • Retrieval-Augmented Generation (RAG) Systems • SQL & Analytical Querying • Agent interop protocols (MCP, A2A, NANDA) • Multi-Agent Orchestration • AI Product Strategy & Roadmapping • AI Interface Design
ENGINEERING LEADERSHIP: Technical Architecture & Decision Making • Engineering Team Leadership • Hands-On Development, AI-Assisted (TypeScript, Node) • System Design & Scalability • Developer Experience (APIs, SDKs, CLIs) • DevOps & CI/CD Practices

EDUCATIONAL BACKGROUND

Harvard Online • Certificate in Data Science Principles	2024
Harvard Business School Online • Credential of Readiness (CRe), Pass with Honors	2017
Northeastern University • BS, Information Science (HCI/UX focus), Magna Cum Laude	2008