

DEBORAH C. MOWRY

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Product marketing leader specializing in zero-to-one GTM for AI companies selling into regulated industries.

PROFESSIONAL EXPERIENCE

FUSION AI

San Francisco, CA (Remote)

Head of Marketing & Product

May 2025 – July 2026

AI platform company offering consumer multi-model orchestration and enterprise on-premise AI infrastructure for regulated industries.

- Sole marketing and product hire; built entire marketing function, go-to-market strategy, product strategy, and sales operation from zero across three product lines and four social channels
- Drove company from zero revenue to 4 closed deals in first month of outbound launch, including 2 enterprise contracts
- Created 200+ content assets as sole creator across 7 platforms and 2 websites (X/Twitter, Bluesky, Instagram, LinkedIn, Facebook, tryfusion.ai, consulting.tryfusion.ai), including 8 blog posts, 6 consulting insight articles, 6 case studies, 2 whitepapers, 4 one-pagers, 2 sales decks, and 9 product pages
- Identified underserved regulated SMB market through competitive and regulatory research; developed positioning for 6 industries (financial services/FINRA, insurance, healthcare, legal, construction, energy)
- Conducted buyer persona research and developed end-to-end process for cold, custom AI-enriched outbound sales messaging across Fusion AI, Fusion Consulting, and Fusion Business; specified the custom AI enrichment tool built by engineering; executed 434-contact personalized outbound campaign using Apollo.io for lead sourcing
- Authored positioning and content for the Fusion Business enterprise AI offering (tryfusion.ai/business): defined “Complete Enterprise AI Solution” value proposition covering private LLM deployment, multi-model support, knowledge base integration, and agentic workflow automation for privacy-sensitive enterprises
- Built regulatory compliance resource site with templates for Colorado insurance AI regulations (SB21-169 and Division of Insurance Regulation 10-1-1), addressing the July 1, 2026 compliance deadline for auto and health insurers

INDEPENDENT CREATIVE & CONSULTING

Pennsylvania / California

Freelance

2021 – 2025

- Set design and production operations for independent film projects
- Consulting for early-stage startups on business operations, sales strategy, and administrative systems
- Estate and property management

57 BLOCKS TECHNOLOGIES, INC.

San Francisco, CA

Product Manager, Sales Representative & Executive Assistant

June 2019 – June 2021

Software development consultancy building end-to-end products for startups and enterprises. Joined as EA; expanded into sales, QA, design research, user research, and product management within 18 months.

- Led product management for Hiretual (now hireEZ) AI-powered recruiting platform: feature prioritization, roadmap planning, resource allocation, and cross-functional team coordination
- Conducted user research and product strategy on a Google engagement; supported product development for an early-stage consumer startup

- Edited the grant proposals that secured two consecutive Alameda County MHSA awards for MHACC (Mental Health Association of Chinese Communities) in Oakland, CA; researched and recommended the CBT clinical direction, designed the delivery flow through wireframes and clickable prototypes, presented quarterly progress to the county, and ran product management on the caregiver-support app
- Managed cross-functional teams of engineers, designers, and testers across concurrent client engagements, ensuring on-time and on-budget delivery
- Optimized sales pipeline; proactively sourced new business across hundreds of prospective companies, managed end-to-end sales process
- Prepared technical proposals and engineering team resumes to close client placements
- *Clients: Google, PayPal, Adobe, Alibaba, ClassPass, Hiretual, MHACC, Vungle, Mei Xing, Hobnob, YourMechanic, and others*

HUMAN SOLUTIONS / GRESHAM WOMEN'S SHELTER

Portland, OR

Engagement Specialist

June 2017 – June 2019

- Provided trauma-informed support to 94 residents; managed daily operations, meal coordination, and resource connections
- Trained new staff on policies and de-escalation procedures; maintained safe environment through crisis intervention

SKILLS

Marketing & GTM: Product Positioning, Go-to-Market Strategy, Competitive Analysis, Content Strategy, Sales Enablement, SEO, Cold Outreach, Buyer Persona Development

Product: Product Management, User Research, Design Research, Roadmap Planning, Cross-functional Team Leadership, Agile/Sprint Management

Tools: Figma, Jira, Asana, Confluence, Trello, Apollo, Google Suite, Slack, QuickBooks, Gusto

Domains: AI/ML Products, Enterprise SaaS, Regulated Industries, Data Privacy & Governance, Compliance Frameworks

REFERENCES

Auston Anon, CEO, Fusion AI / Fusion Consulting / Fusion Business, auston@tryfusion.ai

Peter Wang, 57 Blocks Technologies, Inc., peter@57blocks.com