

CONTACT

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AI SYSTEMS

Agentic workflow design
Multi-agent orchestration
RAG and vector embeddings
Human-in-the-loop design
Claude Code

PRODUCT

0-to-1 product definition
Hypothesis-driven strategy
Customer discovery
User research
Experimentation and A/B testing

TECHNICAL

Python
SQL
REST APIs
Data pipelines
React Native / TypeScript
Azure DevOps
GitHub
Adobe Analytics
Tableau
Advanced Excel / VBA

EDUCATION

University of North Texas
B.S. Economics, Minor in
Mathematics

JAMES TEELING

Product Manager | 0-to-1 Builder | AI Systems at Consumer Scale

SUMMARY

I build products that solve real problems, and teams adopt them: a work-management tool at Affirmity, an agentic AI system now in production across American Airlines' mobile org, an iOS app on the App Store, a multi-agent research platform an M&A firm runs daily.

EXPERIENCE

Product Manager, Mobile App (previously Program Manager, Delivery Transformation)

American Airlines | Dallas, TX | Oct 2021 - Present

- Built and iterated an agentic workflow solution for PM automation, then scaled adoption across the enterprise by demonstrating measurable value to leadership.
- Scaled marketing opt-ins 29x (400K to 11.7M) through user flow analysis and conversion optimization across signup pathways.
- Shipped a contextual opt-in card on the Trips page, offering push permission exactly when a flight makes the value obvious. Testing on Trips before expanding fleet-wide.
- Built a Python pipeline that mines customer feedback for emerging themes and quantifies demand, allowing us to build customer-centric prioritized roadmaps.

Project Manager, Vendor Management

Cotality (formerly CoreLogic) | Irving, TX | Jan 2020 - Oct 2021

Managed the transition of the vendor-contract program from in-house to outsourced delivery: stakeholder alignment, timeline ownership, and clearing roadblocks across legal, procurement, and the receiving vendor.

- Unified a dozen scattered contract-data sources into one searchable system of record without disrupting how any team already worked. Tripled visibility; 87% adoption, earned not mandated.

Senior Data Analyst

Affirmity (formerly Peoplefluent) | Dallas, TX | Dec 2011 - Dec 2019

- Built the team's work-management system from scratch. It became how the team ran every project.
- Eliminated the single point of failure in client delivery with client-specific automations, so any analyst could cover any project.
- Cut project turnaround 82% and workflow efficiency 60% by automating the project-to-analyst handoff.
- Ran user research, prioritized with engineering, and drove the internal tool to 100% adoption: the PM job before I had the title.

SELECTED PROJECTS

Full portfolio at james-teeling.com

AI-Assisted M&A Origination and Research System *Built independently, in daily use at an M&A firm*

Claude Code | Multi-agent orchestration

Specialized agents research companies, maintain living client investment theses, generate targeted lists, and score fit against the thesis in real time. AI drafts; humans decide.

Full Squish: Mountain Bike Suspension App *Live on the App Store*

React Native | Expo | TypeScript | AI pair programming

Designed, built, and shipped a consumer iOS app solo. Mountain bikers log and recall suspension setups by riding style and trail type. Version 2 in development. apps.apple.com/us/app/fullsquish