GAVIN MCNAMARA

FOUNDER · AI-NATIVE PRODUCT LEADER

PROFILE

7+ years delivering SaaS, AI, and safety-critical platforms at scale. Led Axon's largest-ever evidence migration (NYPD), expanded into healthcare and retail with AI-powered safety tools (Axon Amplify), and launched high-impact UX features used by millions. Equally strong in $0\rightarrow1$ discovery and execution, with a passion for building tech that protects people. Currently shipping fast in "ship fast / fail fast" mode as founder of Why Not Us Labs.

PM STACK

- Context Engineering
- AI-Driven Product Strategy
- Cross-Functional Leadership
- Experimentation (A/B, MVT)
- Vision-to-Execution
- Fullstack Product Management
- Customer Discovery
- Predictive Analytics
- Agile Development (Jira, Figma, Miro)

WORK EXPERIENCE

FOUNDER & CEO

WHY NOT US LABS, LLC   2025–PRESENT

- $0\rightarrow$ live concierge SaaS in 6 weeks; landed 5 paying pilots with a goal of hitting 120k ARR by EOY.
- Built GPT-4o TTS pipeline for voice-cloned audiobooks; leading 3-person founding team.
- Taking my expertise building B2B and B2C products to plan, execute, iterate, while being laser focused on the customers problems and building the best outcome.

HEAD OF PRODUCT

HOWL   2024–2025

- Geo-login redesign grew MAU $250\rightarrow3500$ (14×) in 90 days, cutting steps $7\rightarrow3$.
- Launched "Alpha" LAM assistant (1.8 s P95 reply) and Howl Business 0-1 model generating $8 K MRR beta.

SENIOR PRODUCT MANAGER (L8)

AXON   2018–2024

- Led NYPD VIEVU $\rightarrow$ Evidence.com migration (47 M files, 100 % audit fidelity); won Axon Values Award 2021.
- Directed 22 000-camera roll-out, securing $100 M renewal and $1 B+ international contracts.
- Managed 3 PMs; delivered WCAG-compliant search with –72 % latency.

516-816-1879   gavin@whynotus.ai   gavinmcnamara.ai

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EDUCATION

Cornell University
Product Management Cert. 2023

Hunter College
B.A. Emerging Digital Media & CS 2017

AWARDS

- Top 25% Axon Performance 4x
- Axon Values Award (2021, NYPD Evidence Migration)
- $100M Federal Contracts via Accessibility Initiative
- 1st PM to manage 3 junior PMs in DEMS

TECH STACK

- OpenAI (GPT-4o, fine-tuning, evals) · Anthropic (Opus, Sonnet) · LM Studio
- Prompt Engineering · Context Optimization · AWS (incl. Bedrock)
- JavaScript · Node.js · Next.js · React Native · Tailwind · MongoDB
- Cursor · Windsurf · GitHub
- Vercel · Render · Model Deployment & Scaling

KEY PROJECTS

WATCH ME ON WORKFORCE (AXON AMPLIFY)

- AI-powered duress alert system
- Built real-time panic feature on Axon Body Workforce with BLE, GPS, and Fusus integration.
- Led product strategy, design, and GTM for beta across retail & healthcare;
- 🚨 Engineered <5s alert-to-response time and laid foundation for $100M+ enterprise GTM.

AI CONCIERGE MVP - WHY NOT US LABS

- Built and shipped in 6 weeks at Why Not Us
- Voice-cloned TTS audiobooks + GPT pipeline + 5 paying pilots.
- Driving toward $120K ARR across early-stage use cases in education & elder tech.

UNIFIED REVIEW MODE - EVIDENCE.COM

- Modernized evidence review across products
- Redesigned video experience; synced user workflows across DEMS/Investigate.
- Drove 0.1% → 41% adoption in 90 days across top agencies

FAST EVIDENCE REVIEW - EVIDENCE PLAYBACK

- AI-enhanced object detection for video
- Designed "plates & faces" metadata review UI for prosecutors & detectives.
- Cut review time by 60% for high-volume BWC footage

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REFERENCES

CRAIG TRUDGEON

- Axon Enterprise
- SVP of Product
- 206-445-2211
- hello@reallygreatsite.com

BRADFORD BUONASERA

- Axon Enterprise
- Director of NYPD Program
- 917-439-5871
- bbuonasera@axon.com

ERIN FLESCHLI

- Axon Enterprise
- Director of Product
- 650-867-5942
- efleischli@axon.com

MIKE HARTOFILIS

- Howl Alert, Inc.
- Founder
- 631-560-4671
- mike@howl.com

ANDREW FREDERICKS

- Axon Enterprise
- Sr. Director of Product
- 509-944-1243
- afredricks@axon.com

BRIAN GLAISTER

- Axon Enterprise
- Head of New Business Incubation
- 414-807-7399
- brian@confluxinnovations.com

516-816-1879   gavin@whynotus.ai   gavinmcnamara.ai