

JAMES COHOLAN

AI PRODUCT & PLATFORM LEADER | AGENTIC SYSTEMS, INTEGRATIONS & ADOPTION

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EXECUTIVE PROFILE

AI product and platform leader who owns workflow discovery, roadmaps, technical requirements, agent development with Anthropic Claude and OpenAI, MCP and API integrations, releases, adoption, and measurable impact. Partners with executives and engineers while maintaining hands-on technical fluency. Built an AI function from zero, scaled a product to several thousand paying subscribers in under two months, and delivered production platforms across GCP, AWS, and Firebase.

CORE EXPERTISE

AI Platform Strategy & Roadmaps | Enterprise Workflow Discovery | Anthropic Claude & OpenAI | Agentic Systems, RAG & Tool Calling | MCP, API & CLI Integrations | Product Requirements & Release Planning | Evaluation, Standards & Observability | Executive Stakeholder Leadership | Adoption & Change Enablement | KPIs, ROI & P&L

PROFESSIONAL EXPERIENCE

System1 | Lead Product Manager - AI Agents & Emerging Products 2025 - Present

- Own discovery, PRDs, roadmap, delivery, adoption, growth, and P&L for AI-powered products, converting ambiguous opportunities into prioritized releases and outcomes.
- Partner with the CEO, COO, CPO, design, engineering, and marketing leaders to align product direction, technical constraints, company priorities, and scaling decisions.
- Designed and shipped agentic products using LLM reasoning, RAG, and tool calling; built custom CLIs and MCP, API, and CLI workflows for customer support, financial and marketing intelligence reporting, and product development.
- Scaled a new AI product to several thousand paying subscribers in under two months, demonstrating rapid adoption and measurable commercial value.
- Built KPI trees, event schemas, cohorts, retention analysis, attribution, churn, LTV, renewals, and engagement dashboards to connect releases with product and business impact.
- Established an AI-first operating model across marketing, design, and engineering, training teams on workflows, standards, and evaluation to improve adoption and quality.
- Built and currently manage a five-person AI team; hired a lead engineer, two senior product managers, and a lead designer while establishing repeatable delivery practices.

Inova Platforms, Inc. | AI Product Engineer & Enterprise Transformation Consultant 2023 - 2025

- Partnered with major technology companies and Fortune 500 enterprises to identify high-value AI opportunities, define solutions, architect and deploy systems, scale adoption, and translate advanced capabilities into measurable business impact.
- Bridged product, business, and technical execution across LLM orchestration, agentic automation, enterprise integrations, cloud architecture, analytics, CI/CD, observability, and DevOps.
- DeepChamp AI: built a production platform with SwiftUI, Python microservices, 7 AI models, 4 data APIs, 38 cloud functions, Firebase, GCP, CI/CD, and observability.
- AIA: engineered a Kubernetes-based AI media platform across GCP and AWS with autoscaling and streaming analytics; generated 8.7M views and 1.25M watch-hours.
- NextGen Media AI (acquired): led product and engineering for an AI SaaS, reached 1,000+ signups, owned P&L, and led the product through a successful acquisition.

YMU | Manager - Paris Hilton 2022 - 2023

- Led high-stakes programs across senior stakeholders, creative, production, promotion, and external partners, including a 5.3M-viewer NBC broadcast.
- Used audience and market signals to direct releases and promotion, growing Spotify monthly listeners from 710,000 to 2,057,892.

LightTwist (YC 21) | Founding Team - AI Product Management 2021 - 2022

- Led roadmap and cross-functional integration for a cloud-native AI video platform, contributing to a 260% increase in a target user's viewership.
- Built product demonstrations and adoption programs generating 250,000+ organic impressions and 2,000 signups.

SYB Creative | Founder 2019 - 2021

- Founded and operated media and virtual-experience products generating 48M+ streams, 1.2M video views, 25,500 watch-hours, and \$300K+ in partner revenue.

William Morris Endeavor (WME) | Associate 2018 - 2019

- Oversaw \$1M+ in contracts and coordinated complex workflows across agents, management teams, and premier artists.

EDUCATION & CERTIFICATIONS

Occidental College - BA

The Wharton School - Entrepreneurship Program

Antler Residency - 3% acceptance rate

AWS Certified Solutions Architect

LAUNCH - Founder U