

JAKE HEBERLIE

Product VP / CPO, Rentvine (Inc. 5000 #60) | AI-native product, design-led growth | Forward deployed maker and builder. Portfolio: [JacobMake.com](https://jacobmake.com)

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Summary

Product VP+ and hands-on builder for growth-stage companies. I build product teams from zero, tie the roadmap to growth targets, and ship alongside teams. CPO at Rentvine through an Inc. 5000 #60 run and helped secure \$74M growth fund; before that, award-winning zero-to-one products tied to \$30M in first-year revenue. Design-trained, commercially minded, and hands-on with AI tools.

Experience

Rentvine · Property Management Software (SaaS) · 2024–Present

Chief Product Officer (Jun 2025–Present) · Chief Experience Officer (Mar 2024–Jul 2025)

- **Created Land > Expand product strategy** with a multi year roadmap that produced 4,682% revenue increase, exceeding aggressive YoY growth over 3 years.
- **Built Product & Design Capabilities from Zero**, (no PMs, designers or roadmap) to a 20-person team; multi-year roadmap, quarterly and continuous planning, operating models.
- **Launched the first MCP in SFR property management**, keeping Rentvine positioned as the most open, AI-first choice; 70% of deals closed faster when MCP was discussed.
- **Set strategy and vision for CRU agentic workforce**, (formerly "Pro Skills") oversaw build and GTM, set pricing; championed "Guidance" features for natural-language customization.
- **Part of the leadership that earned #60 Inc. 5000**, #18 Deloitte Fast 500, RentFinder.ai acquisition, "Happiest Customers" / "Category Leader" ratings PropertyManagement.com.
- **Launched New Revenue Streams** Led discovery and oversaw delivery of [REDACTED], Rentvine's most ambitious revenue platform (launching 2026)
- **Built it myself**: personally shipped [REDACTED] feature as an experiment to prove PMs could ship complex features with complex database schema changes to production.

Slalom · Consulting · 2018–2024

Senior Director (2021–2024) · Practice Lead (2020–2021) · Solution Principal (2018–2020)

- **Zero-to-One Digital Products (X2) for Eastman Chemical:** Led delivery approach for Eastman's Digital Product Transformation delivering MoreWithCore.com, software for paint protection film installers tied to \$30M in first-year revenue, and Fluid Genius, winner of 10+ innovation awards including CIO 100. Named inventor on two design patents.
- **Led CX, Design and Change Management:** about 35 consultants, one of Slalom's largest design teams, with a \$10M annual revenue target.
- **Enterprise Rent-A-Car;** Small discovery to design tablet experience for field operations grew into \$11–12M multi-program account over two years.

Edward Jones · Director of User Experience · 2016–2018

Led three teams (user research, design and front-end development) responsible for client experience; built design thinking capability across Fortune 500 organization to serve 20k offices, projects led to \$30M annual savings.

Earlier

(2005–2016): **Creative Director**, Banyan Communications (CDC, NIH, mobile apps, multimedia design and film direction) · **Designer**, XPLANE (Microsoft, Intel, Lowe's) · interactive and art direction roles; **Adjunct Professor** for Web Design Webster University

Ventures, Patents & Education

- **Patents:** Named Inventor on two design patents (Eastman) for novel software UX.
- **STR Cabin Club:** Resort cabin-membership business (pitch development stage)
- **Stadium Graph:** Kickstarter Creator for laser-engraved ballpark art; \$30K raised
- **JacobMake:** Personal “build out loud” experiments; published and commissioned projects
- **Awards:** Recognized work from AAF, National AIGA, Tellys
- **Community:** Speaker and panelist STLUX, AIGA
- **Education:** BFA, Computer Animation, Missouri State University, 2004