

Ian R Brent

Growth Leadership | Acquisition, Product & AI Workflows

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Profile

Growth leader and three-time founder who has owned acquisition, product, analytics, and AI-built software at the same time. Managed \$1M+ in monthly mobile media and built and led a team of five. Uses Claude and Codex daily to build products and automate work.

Experience by discipline

6+ years

Performance marketing & UA

Vungle and Upptic, including \$1M+ monthly mobile media

4+ years

Product ownership

Vungle PM plus three founder roles owning product

2 years

AI product building

Trenchantly.AI, Rising Seer

3 companies

Founder

Rising Seer, Trenchantly.AI, Whoomp

Team of five

Team leadership

Built and led a team of five

Experience

Rising Seer · Founder

May 2025 – Present

- Built and shipped an AI-powered mobile product, owning product strategy, the React Native/Expo app and Python/FastAPI backend, subscriptions, analytics, and paid-acquisition testing.
- Connected acquisition and funnel measurement through PostHog and Looker; used a roughly \$1K paid test to identify onboarding friction and prioritize product changes.
- Built Android subscription and acquisition measurement with RevenueCat, Singular, BigQuery, and Firestore reconciliation, including deduplication, retries, and monitoring.

Trenchantly.AI · Founder

Nov 2024 – May 2025

- Built a Solana research and trading product with data pipelines, prediction models, backtesting, risk analysis, automated execution, and dashboards using AI-assisted development.

Upptic

Strategic Consultant

2021 – 2025

Feb 2025 – Nov 2025

- Advised select Web3 gaming accounts on growth, retention, and analytics strategy after transitioning from full-time leadership.

Growth Manager / Associate Director, Web3 Growth

Aug 2021 – Jan 2025

- Built the Web3 gaming team from the ground up, managing a team of five and a client portfolio representing approximately half of Upptic's clientele.
- Managed \$1M+ in monthly media for mobile titles before leading Web3 growth; developed performance-marketing playbooks for Web3 gaming.
- Contributed to Axie's cross-platform revenue analytics for LTV-based acquisition; helped design CPA dashboards and Discord/Twitter reporting in Upptic's platform.
- Clients included Axie (Sky Mavis), Scopely, KAP Games, WAGMI, Big Time, Goblin Town, Polygon, Immutable, SUI, and Arbitrum.

Whoomp · Founder

Jun 2022 – Sep 2023

- Built personalized animated emotes from users' owned NFTs for Discord communities; a contest feature increased a partner server's daily active users 267.5% during the contest.
- Designed activation-date cohort reporting to normalize retention and distinguish campaign spikes from lasting engagement.

Vungle (now part of Liftoff)

2015 – 2018

Product Manager

Sep 2017 – Nov 2018

- Served as PM for Data Engineering, then Platform; designed demand-side buying tools for inventory segmentation and targeting with Engineering, QA, and Sales.

Performance Optimization Manager

May 2015 – Sep 2017

- Customized SQL queries and Excel ROI reporting; built a Tableau Publisher LTV report to normalize advertiser data and score publisher inventory.
- Managed LTV-driven campaigns for Jam City, Scopely, and Kabam, delivering \$1M in directly attributed incremental revenue; built a campaign-management operating model that saved five FTEs.

Skills

AI-assisted workflows
React Native / Expo
Python / FastAPI
Paid acquisition
PostHog, Looker
RevenueCat, Singular
BigQuery, Firestore

Machine Learning
Agentic Development
Codebase Creation /
Management

Client strategy
Account Management

Team Management
Web3 Growth (paid / organic)
User Acquisition
Budget allocation
Cross-Platform Attribution
LTV analysis
Soft Launch Planning

Cohort retention
Rapid Prototyping
After Effects
Templater [AE Automation]

Sprint Planning
JIRA
New Relic

SQL
Tableau
LTV analysis
Data Visualization
MMP setup / debugging

Education

University of Southern California · B.S., Business Administration / Entrepreneurship

2011