

SENIOR DIRECTOR OF PRODUCT

Product leadership grounded in business.

In an AI era, the judgment is what doesn't commoditize.

Shipping API-driven platforms across travel and hospitality — with the bias of someone who spent a decade running a P&L before running a roadmap. Player-coach managing three PMs while staying hands-on across a company's largest platform investment.

\$50M COMMERCIAL LINE BUILT FROM ZERO	3× PROMOTED IN 4 YEARS	20+ AI & PRODUCT CERTIFICATIONS
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§ 02 EXPERIENCE

MAR 2026 — PRESENT

Senior Director of Product Management

Exclusive Resorts · Exclusive Collective (ER · Inspirato · onefinestay) · Greenwood Village, CO

- Player-coach managing three Product Managers while staying hands-on as IC PM across all three brands' public marketing sites and Compass v2.
- Architecting Compass v2, an API-driven platform replacing a 20-year-old legacy reservation system at Exclusive Resorts — built on Apollo Supergraph and GraphQL.
- Shipped production AI: a trip-recommendation engine, AI-generated member profile summaries, and conversational chat agents running on live member traffic.
- Built agile delivery standards and roadmap governance from zero across three post-acquisition brands; advises C-suite and club presidents on technology investment.

JAN 2024 — MAR 2026

Director of Product Management

Exclusive Resorts · Greenwood Village, CO

- Owned Member Portal and public website product strategy — the company's largest tech investment, built on Hygraph CMS and a GraphQL API into Salesforce.
- Delivered personalization features, trip management expansion, and a full Prismic CMS and Braze integration.
- Built executive dashboards and development budget tracking; structured onboarding for 10+ engineering hires.
- Promoted to this role roughly 18 months into product, ahead of colleagues with more domain and PM tenure.

JUL 2022 — JAN 2024

Product Manager

Exclusive Resorts · Greenwood Village, CO

- Led the comprehensive rebuild of the Member Portal with design partner Work & Co — increased bookings and member satisfaction while reducing staff involvement via self-service.
- Delivered sensitive, regulated features (annual membership billing, secure passport collection, vendor credentialing) and aligned stakeholders across finance, ops, sales, and service.

§ 03 EARLIER CAREER — CAESARSTONE & PUBLIC ACCOUNTING

- JUN 2017 — JUL 2022

Director of Managed Services
Caesarstone US · Denver, CO

 - Built a \$50M net-new commercial business line from zero — B2B go-to-market strategy and operating frameworks for the Big Box and Commercial channels; ran the IKEA program across 48 locations for a 50% lift in conversion.
 - Managed a department of 30+ direct and indirect reports across sales, operations, and customer success; led an ERP migration from MAS to Oracle.
- SEP 2012 — JUN 2017

National Accounts Manager
Caesarstone US · Northridge / Van Nuys, CA

 - Developed and scaled IKEA's first big box program to \$50M in annual revenue, including financial modeling and ERP integration across 48 locations.
 - Caesarstone's top-ranked manager, 2014, on combined employee feedback and program results.
- AUG 2011 — OCT 2012

Staff Accountant
Caesarstone US (NASDAQ: CSTE) · Van Nuys, CA

 - Owned monthly close, P&L reviews, and ad hoc financial analysis for senior management at a publicly traded company.
- SEP 2009 — AUG 2011

Audit Staff
Ehrhardt Keefe Steiner & Hottman (now Plante Moran) · Denver, CO

 - Performed financial statement audits, 10-K/10-Q procedures, and internal controls compliance reviews for public-company clients.

§ 04 CERTIFICATIONS

- AI Summer 2025 Certificate**
Product Faculty, 2025
- AWS Certified Cloud Practitioner**
Amazon Web Services, 2024
- Certified Scrum Product Owner® (CSPO®)**
Scrum Alliance, 2024
- Certified Technical Product Manager**
Product HQ, 2022

+ 16 additional certifications since 2020 — linkedin.com/in/david-masterson

§ 05 EDUCATION

- B.S., Accounting & Finance**
University of Northern Colorado
Dean's List · Beta Alpha Psi

§ 06 STACK & TOOLS

- PLATFORM & DATA

GraphQL Apollo Supergraph AWS

Hygraph CMS Prismic Snowflake
- GROWTH & ENGAGEMENT

Salesforce Braze Salesloft Qualified

Algolia
- DELIVERY & AI

Jira Fullstory Agile / Scrum

LLMs in Production Claude (Cowork)