

# DUSTIN HENDERLONG

Product & Platform Leader | Creator Economy & Marketplace Systems

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Built Artist Shops from zero to 100k+ global creators, then scaled the platform, teams, and operations that ran it. Over 15 years at the intersection of product, platform, and ops, I've launched 0→1 systems, led marketplace transformations, and turned complex operational realities into roadmaps and product experiences that actually ship. I work best in environments where product strategy, engineering, and operations are deeply intertwined, and where the job is to bring clarity to ambiguous, high-stakes problems across functions.

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## SELECTED IMPACT

- Launched and scaled a 0→1 creator commerce platform (Artist Shops) to 100k+ global creators; became a core revenue growth engine for the business.
  - Cut time-to-first-launch ~45% and delivered double-digit funnel completion gains by overhauling onboarding and catalog workflows end-to-end.
  - Improved cross-functional delivery velocity ~35% by building planning systems, clarifying ownership, and establishing durable execution cadence across remote Product, Engineering, Design, and Ops teams.
  - Led operational transformation from a 900k+ unit warehouse model to a global print-on-demand network across 20+ partners, eliminating inventory risk and capital lockup while expanding fulfillment reach.
  - Shipped an AI-assisted IP risk review system using OpenAI's API to flag risky artist-submitted designs pre-review, improving operational consistency and partner confidence at scale.
  - Implemented the company's first centralized roadmap, creating shared planning infrastructure across Product, Engineering, Design, Marketing, and Operations.
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## CORE STRENGTHS

- **0→1 Product & Platform Launches:** Scoping, sequencing, and shipping new systems from concept through scaled operation
  - **Marketplace & B2B2C Growth Systems:** Creator onboarding, activation funnels, catalog ops, and time-to-value improvement
  - **Technical Program & Product Operations:** Roadmap ownership, dependency management, cross-functional execution at pace
  - **AI-Augmented Workflows:** Applied LLM integration (OpenAI API, Claude, Codex) for operational and product use cases
  - **Cross-Functional Leadership:** Sustained delivery across Product, Engineering, Design, Operations, Marketing, and external partners
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## PROFESSIONAL EXPERIENCE

**VP of Product** | Threadless / Artist Shops / Bucketfeet 2022–2025

*Position eliminated in a company restructuring.*

*Led product strategy and execution across a large-scale creator marketplace during a period of platform consolidation and operational transformation.*

- Owned multi-quarter product strategy and execution for creator onboarding, catalog operations, product launches, and activation workflows across the full marketplace ecosystem.

- Led a cross-functional org of 15+ across Product, Engineering, Design, and Operations; improved delivery velocity ~35% through clearer planning discipline, ownership structures, and execution cadence.
- Built and maintained 6–18 month roadmap and planning processes, aligning technical work, operational priorities, milestones, and executive tradeoffs across functions.
- Drove a major end-to-end onboarding and catalog workflow overhaul, cutting time-to-first-launch nearly in half and delivering double-digit gains in funnel completion.
- Shipped an AI-assisted IP risk review system using OpenAI's API to flag potentially risky artist-submitted designs before retail licensing review, improving consistency and helping partners evaluate submissions with greater confidence and speed.
- Communicated program status, risks, dependencies, and resourcing tradeoffs to executive leadership, enabling informed decisions on scope, sequencing, and investment.
- Built durable remote operating rhythms across Product, Engineering, Design, and Ops, supporting long-tenured team retention and leadership development alongside delivery focus.

### **VP of Digital** | Threadless / Artist Shops 2013–2022

*Conceived and led the 0→1 launch of Artist Shops; scaled it to 100k+ creators while transforming the company's operational and fulfillment infrastructure.*

- Conceived, launched, and scaled Artist Shops, a 0→1 creator commerce platform that grew to 100k+ global creators and became a core growth engine for the business.
- Implemented the company's first centralized roadmap, creating shared planning infrastructure across Product, Engineering, Design, Marketing, and Operations and improving prioritization discipline across functions.
- Owned the end-to-end creator journey from sign-up through storefront launch; used funnel analytics and qualitative feedback to identify friction, prioritize improvements, and improve activation at scale.
- Led operational transformation from a 900k+ unit warehouse model to a global print-on-demand network across 20+ partners, eliminating inventory risk and capital lockup while expanding fulfillment capabilities through zero-MOQ production.

### **Founding Team Member** | Snapjoy (Y Combinator S11, acquired by Dropbox) 2012–2013

- Founding team member at a YC-backed photo platform acquired by Dropbox. Shaped early product discovery, onboarding, and activation flows.

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## **EARLIER EXPERIENCE**

### **Marketing, Partnerships & Community Growth** | Threadless 2008–2011

Drove community-led growth and strategic partnerships across a large creator-driven marketplace.

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## **TOOLS & TECHNOLOGY**

- Product & Delivery: Jira, Shortcut, Asana, Basecamp, GitHub, Airtable
- Data & Insights: SQL, Sisense, A/B Testing, Cohort Analysis, Funnel Analytics
- AI: OpenAI API, ChatGPT, Claude, Gemini, Codex — applied LLM workflows for research, synthesis, operational risk review, and decision support
- Collaboration & Ops: Google Workspace, Microsoft 365, Slack, Zoom

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## **EDUCATION & CERTIFICATIONS**

**B.A. in Psychology + Acting** — Indiana University Bloomington

**Foundations of Project Management** — Google / Coursera | Credential ID: B1KI9FDHNBWC