

DAVID LINHARDT (Engineer, MBA)

General Manager & New Business Builder · Ex-Amazon L7 · Product, Marketing, P&L

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SUMMARY

I am an operator, entrepreneur and engineer who builds new lines of business from zero, turns around under-performing ones, has a Customer discovery process proven over 25 years, and personally ships production software. Founded two venture studios and 8 startups (7 profitable, 3 exits). As an Amazon L7 Entrepreneur-in-Residence, took a new custom-merchandise business from PRFAQ through funding process on a \$1BN opportunity. Created AT&T Digital One Rate as a \$1.5BN in 90 days (\$41BN exit), restored growth to a \$57M Experian division, and led Yesmail to its first profitable year ever and a sale to InfoUSA (\$30MM exit). Harvard MBA and Purdue engineer.

Strengths: 0→1 business building · P&L ownership and turnarounds · product strategy and Working Backwards / PRFAQ · go-to-market and customer acquisition (LTV/CAC) · data and AI-enabled products · cross-functional leadership in large organizations.

EXPERIENCE

InsightStudios, LLC | Venture studio · Seattle, Miami — *Founder & CEO*, 2020 – Present

- Founded a second venture studio that created four startups in consumer data, in-real-life social, education and transportation markets.
- **Datalove** — developed a consumer data platform for enhanced targeting around life events on social media paid ads (2020-21).
- **ComeWith** — consumer social product; grew to 30K users and 20K in-person meetups across 60 cities (2021–2024).
- **FounderDojo** — an education, mentorship and SaaS business helping educated professionals find product-market fit (2024-present).
- **Joyride** — a new kind of rideshare platform where drivers can keep 100% of the fares (2025-2026).
- **Current portfolio** — Personally built and shipped eight new products in first six months of 2026. <https://davelinhardt.com/portfolio/>

Amazon | Seattle, WA — *Senior L7 Leader & Entrepreneur-in-Residence*, 2019 – 2020

- Identified and scoped a new line of business in custom / on-demand merchandise for corporate bulk buyers (\$82B market).
- Authored the PRFAQ and business plan under Amazon's Working Backwards process to execute a plan targeting \$350M revenue at 35% contribution margin.

MCDM Holdings, Inc | Venture studio · Chicago — *Founder & CEO*, 2003 – 2019

- Founded a venture studio that created four startups across ad tech, mar tech, consumer data, e-commerce, and SaaS; all startups where profitable (100%) and three generated exits (75%).
- **e360insight** (exit) — AI-driven predictive email and affiliate platform sending 500M+ emails per month; profitable within three months; sold to strategic buyer (2003–2008).
- **BargainDepot** (exit) — e-commerce home goods and fashion retailer; profitable in month one, bootstrapped to \$3M revenue; sold to strategic buyer (2003–2008).
- **Acquisition Science** (exit) — consumer database of 300M+ records for data enhancement and omnichannel analytics; profitable every month for 17 years (2004–2021).
- **LegitLead** — lead-scoring platform for the education sector; profitable, (2013–2016).

Yesmail, Inc. | Chicago, IL — *Senior Vice President, Data Services*, 2001 – 2003

- Repositioned the company from email list management to an omnichannel consumer-data business; new products grew to 45% of revenue and 60% of operating income.
- Delivered the first profitable year in company history, moving from a \$6M loss to \$1.2M EBITDA in 15 months with no incremental capital; led to successful exit to InfoGroup.

Experian | Chicago, IL — *VP, Marketing, Product & Strategy — Telecom, Energy & Cable BU*, 1998 – 2001

- Owned strategy, product roadmap, and marketing for a ~\$57M division serving telecom, energy, and cable clients.
- Reversed the division from -15% to +12% annual growth in under 10 months by launching new information-services products and enterprise data-integration offerings.

EARLIER CAREER

AT&T Wireless | Chicago, IL — *Director, Marketing & Product, PCS Consumer & Small Business*, 1996 – 1998

- Created and scaled AT&T Digital One Rate, the flat-rate national plan that moved the industry from analog voice to digital voice and data; added an estimated \$1.5B to AT&T Wireless market capitalization within 90 days of launch.

Procter & Gamble | Cincinnati, OH — *Product Development Engineer, Oral Care (Crest, Scope, Peridex)*, 1992 – 1994

EDUCATION

Harvard Business School — MBA, General Management (focus: information systems and disruptive innovation), 1996

Purdue University — B.S., Chemical Engineering, 1992 (completed in three years; co-ops at Dow, 3M, and P&G)