



Hew Suber, MBA

Fractional product and design leadership

I set product direction for teams building with AI, and stay close enough to execution to back the call.

Seventeen years across Meta, Pinterest, Opendoor, and early-stage companies. The work is deciding what gets built, then making sure the team can ship it without me.

WHAT IT SOUNDS LIKE WHEN SOMEONE NEEDS ME

“The demo works. Real customers still need us on the call to get value.”

“We're hiring engineers, but nobody actually owns product.”

“We can't get it to self-serve. Every account needs a person in the loop.”

“The model performs, but people don't trust the output enough to act on it.”

“The roadmap is full and nobody can say which thing carries the outcome.”

Any of those, that's my moment. And if it isn't work I do, I'll say so plainly.

WHO THEY ARE

Stage

Seed to Series B. Roughly 10 to 100 people.

Kind of company

Building with AI. Products that decide, recommend, or automate. B2B software moving toward self-serve.

Who I talk to

Founder, CEO, or CTO. Sometimes the lead product person, acting as sponsor.

WHAT I ACTUALLY DO

1. **Map the system.** Most teams have never drawn it.
2. **Find the load-bearing decision.** One choice carries the weight.
3. **Make it legible.** A person should know what to do, and why.
4. **Build the trust layer.** Evidence, controls, and a way back when it's wrong.
5. **Ground it in measurement.** If we can't tell whether a decision got better, we shipped decoration.
6. **Sequence it.** Each release makes the next one easier.

ENGAGEMENTS

Direction Sprint	Four weeks, fixed scope. \$30K. Direction, trust model, a prototype, and a sequence the team can carry.
Embedded	Standing product and design direction inside the operating rhythm. \$20K/mo.
Advisory	Limited. By invitation following a Sprint. A standing line for the calls that decide direction, once I know the system.

HOW ENGAGEMENTS START

A 30-minute working session. No deck, no pitch. Bring whatever is stuck, and we find the one decision the rest is waiting on. I scope the proposal with you in conversation. [Book a working session](#)