Jared Theaman

Product operations, go-to-market programs & AI workflows

jared@clauffice.com / LinkedIn / Portfolio

Product and GTM operations leader with 8+ years across energy and SaaS. Builds launch systems, trains partner teams, and ships AI workflows that support sales and service operations.

EXPERIENCE

Beyond Marketing / Product Manager / AI Workflow Builder Oct 2025 - Oct 2026
Built AI workflows for lead capture, CRM follow-up, and onboarding. Created dashboards for activation, conversion, and pipeline performance.

Sunnova / Program Manager, New Product Introduction Jan 2023 - Sep 2025
Managed 120+ product, vendor, and partner launches. Built launch readiness processes and led onboarding and enablement for 200+ partner reps and installers.

Tesla / Product Manager, Solar Roof Sep 2021 - Nov 2022
Helped launch Solar Roof on the East Coast. Expanded installer onboarding and certification, contributing to roughly 10x installer network growth.

Neotric Power / Commercial Account Manager Sep 2017 - Aug 2021
Managed commercial solar relationships and built digital lead generation and sales workflows that contributed to $3M+ in new business.

Sunrun / Field Solar Consultant May 2015 - Aug 2017
Ranked #1 in regional sales, earned the Pacesetter Award in 2015 and 2016, and coached new hires.

SELECTED WORK

VPPdirectory: Research directory for virtual power plants and aggregator partners. MailWhaler: Personalized postcard production and response tracking. ExecClaw: Guided onboarding for AI workflows.

EDUCATION & CREDENTIALS

Rider University, B.S. in Business Administration (Human Resource Management), Honors.
Anthropic: Claude Certified Architect - Foundations Early Adopter.
IBM: watsonx.ai, watsonx.data, watsonx.governance, and IBM Bob Practitioner Advanced.
Google: Project Management Professional Certificate.