

GERALD ASANTE

PRODUCT LEADER | AI, PLATFORMS & MARKETPLACES | U.S. & U.K.

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SUMMARY

Product leader and co-founder with 10+ years building enterprise and consumer products across the U.S. and U.K. At Russell Reynolds, I lead AI and platform products, including a firmwide AI workspace, a product Q&A agent and automation that reduces repetitive work, improves efficiency and retains human oversight where judgment is needed. I also co-founded GameOn Active, growing the platform to 20,000+ users across products for players, organizers, schools and sports facilities.

EXPERIENCE

Russell Reynolds Associates | Senior Product Manager

Jul 2015 - Present

New York / London | Progression: Business Analyst / Product Owner - Product Analyst - Senior Product Manager

- Leading the product vision and roadmap for a firmwide AI workspace focused on day-to-day efficiency, client engagement and document generation. Early use cases include candidate dossiers, candidate letters and engagement letters.
- Built a separate Q&A AI agent that answers product questions and makes recommendations, giving users a faster self-service route to product support. The agent is planned to become part of the firmwide AI workspace.
- Automated a manual quality-review workflow, reducing repetitive work, improving efficiency and retaining human oversight where judgment was needed.
- Owned the CRM product workstream for the firm's Salesforce and Bullhorn Insight transformation, moving core workflows off legacy systems and recreating 18 of 23 priority management reports.
- Led the launch of a digital coaching platform that increased user engagement by 30%, and delivered client analytics including score, team-comparison and year-over-year views.

GameOn Active | Co-Founder, Product & Growth

Nov 2017 - Present

London / New York

- Co-founded GameOn Active and lead product and growth across Connect, a consumer sports marketplace, and Operate, a B2B facility-booking platform. Grew the platform to 20,000+ users, 2,000+ annual events and approximately £80K in annual revenue.
- Expanded the product and go-to-market model from London into the U.S., starting with New York and building around basketball, soccer and volleyball.
- Built the Operate business with 10+ schools and sports facilities; one school reached approximately 95% weekend utilization within three months of launch.
- Run ongoing discovery with players and organizers and turn those insights into roadmap decisions across player discovery, payments, waitlists, private games, teams and organizer tools.
- Built acquisition across search, social, email, community outreach and sport-specific lead-generation sites to test local demand and improve marketplace liquidity in new markets.

EDUCATION & SKILLS

Fordham University - B.S. Computer Science, Minor in Economics | 2012

Rutgers University - Design Thinking Certificate

Product: AI & automation, enterprise SaaS, marketplaces, product strategy, 0-to-1 product development, analytics, customer discovery, growth, go-to-market

Tools: SQL, Python, Salesforce, Figma, Cursor, Replit, Jira, Confluence