

Tripp Regan

Product & design executive. 15+ years leading B2B SaaS platforms; teams to 24; \$300M+ GMV platforms; now building and advising.

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Experience

ANDMORE

Blackstone portfolio

VP of Product

Dec 2022 –

- Launched 3 new 0'1 products: @Market App (consolidated 5 apps, 350%+ adoption growth, rating 2.2'4.8), Market Plan (700% engagement growth), ANDMORE Leads (5/5 early release)
- Owned roadmap for seller platform (\$300M+ annual GMV) and buyer tools (75%+ adoption, 4.8/5)
- Led pivot from standalone SaaS growth model to integrated customer experience platform; navigated 5 PE-driven restructures
- Drove 2-year competitive landscape analysis informing build vs. buy M&A strategy

Juniper by IMC

Blackstone portfolio

VP, Product & Design

Jan 2020 – Dec 2022

- Built Product Analytics function from the ground up — quantitative KPI framework integrated with qualitative UX research
- Led product & design across ecommerce marketplaces, a fintech credit platform, and wholesale buyer/seller tools

International Market Centers
Director ' VP, Digital Product & Design
Oct 2014 – Dec 2019 (promoted twice)

— Founding member of digital function that scaled from 2 to 350+ employees; built 75% of team via direct hiring, integrated 25% via acquisitions

— Project lead & business owner: Multi-Venue Digital Platform, Marketing Automation Platform; supported 20+ B2B market events annually

Regan Creative / Designfluence / Capacooz
Founder & Principal
2007 – 2015

— Design consultancy, product company (utility patent, USA-manufactured), multidisciplinary firm; full P&L ownership

Capabilities

Product strategy
Marketplace models, roadmaps, build-vs-buy

Design & UX
Design systems, research practice, org building

AI strategy
Pragmatic implementation, shipping with AI tooling

Analytics
Founded product analytics functions, KPI frameworks

Architecture fluency
De facto solutions architect; prototypes in code

Education

North Carolina State University

BA, Multimedia Design & Production