

# Nick Purchio

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## RECENT AI PROJECTS

- TextOS: Shipped a working AI assistant that lives in iMessage, turning natural-language texts into structured tasks, reminders, and adaptive schemas using OpenAI, Twilio, and TextBelt. <https://textos.io/>
- MLB Voice App: Built a live voice-to-action analytics dashboard using OpenAI Realtime voice, typed fallback, live MLB StatsAPI data, generative answer surfaces, and a trust layer showing what the agent heard, inferred, sourced, and changed. <https://mlb-voice-demo.vercel.app>
- Spotify History Explorer: Built a data visualization product from 14 years of personal listening data in a vintage 2007 iTunes-style dashboard. <https://spotify-history-three.vercel.app/>
- F1 SQL Challenge: Designed an interactive SQL learning tool over real Formula 1 race data, turning a sports dataset into a hands-on query practice environment. <https://f1-sql-challenge.vercel.app/>

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## EXPERIENCE

### DozzlePets | Founder & Operator

2024 - Present

- Built and launched a pet-cleaning product business sold through Amazon and Shopify, generating ~\$25K verified Amazon gross revenue across 975 orders and 40+ states by owning product development, supplier coordination, marketplace launch, brand positioning, and paid acquisition.
- Built AI-assisted operating workflows for product/listing/ad creative, B2B lead research, competitor tracking, customer calculators, and prospect-facing usage/refill economics.
- Ran profitable Amazon paid acquisition at 5.65x ROAS and 17.7% ACoS via a tiered keyword portfolio and video-first creative.
- Ran the full founder loop from problem discovery through launch, repeat-demand validation, paid acquisition, unit-economics analysis, and shutdown decision after Amazon fees, storage costs, fulfillment costs, and AOV made the model structurally weak.

### Notable Health | Product Operations Lead, Prior Authorizations

2022 - 2023

- Owned end-to-end operations for thousands of monthly prior authorization requests carrying \$10K+ average financial exposure by balancing cycle time, accuracy, billing integrity, patient-care risk, and operational throughput.
- Deconstructed payer portal and EHR workflows, including UnitedHealthcare and Anthem, into decision logic, evidence requirements, edge cases, and RPA-ready instructions for automation-supported authorization work.
- Operationalized human-in-the-loop QA across a hybrid team of 11 analysts and offshore BPO operators, preserving accountability while automation scaled across hospital workflows.
- Built dashboards and risk models to prioritize automation opportunities, monitor exceptions, and surface workflow failure points for Product, Engineering, Operations, and clinical stakeholders.
- Led onsite workflow mapping at North Kansas City Hospital, partnering with the hospital CIO, physicians, and internal teams to translate field reality into product and automation requirements.

### Snapdocs, Inc. | Employee #9; Seed through Series D

2015 - 2022

#### Product Operations Manager | Feb 2021 - Aug 2022

- Built and scaled a product-operations function from a team of one to 10+, supporting 4 new products in 2021 by defining roles, hiring 9, creating operating rhythms, and embedding analysts in product pods.
- Codified the New Product Launch playbook used by Product, Finance, GTM, Operations, and Executive teams, with MVP/Beta -> Pilot -> GA graduation criteria, readiness checkpoints, support models, capacity planning, and feedback loops.
- Enabled early monetization of regulated RON, eVault, and Title Management products by designing human-in-the-loop operating models before full product automation was available.
- Cut notary-assignment workload by 148 manual hours/month, reduced assignment time 27%, and drove 61% of orders to auto-assignment by defining automation strategy and workflow improvements.
- Earned a 90 NPS from cross-functional peers for product-operations leadership, with manager and PM feedback crediting the team for faster GA scaling and earlier paying customers.

#### Manager, Operations & Implementation | Aug 2019 - Jan 2021

- Scaled customer onboarding from 1:1 support into one-to-many enablement infrastructure, using webinars, printed manuals for 400+ escrow officers, and phased launch playbooks to cut client go-live time 50%.
- Managed a 60+ person operations organization through 5 supervisor direct reports, overseeing transaction quality, capacity, issue resolution, and service reliability across thousands of monthly real-estate workflows.
- Authored Snapdocs' first formal scaling document for RON workflows, using time studies, workflow mapping, and support modeling to scale a regulated workflow across 60+ operations staff.
- Established reporting for capacity, backlog, risk, and performance, giving leadership clearer visibility into support, implementation, and network operations.

#### GTM Operations & Strategic Sales | Sept 2015 - Jul 2019

- Joined as employee #9 and helped build early sales, customer success, implementation, and onboarding motions during Seed-to-Series A growth.
- Closed \$300K+ ARR in the first 6 months and helped build early accounts totaling \$5M+ ARR by sourcing, selling, closing, and implementing before a dedicated sales team existed.
- Built customer onboarding infrastructure from scratch, scaling training from 1:1 support to the company's first webinar program and physical manuals mailed to enterprise title customers.
- Built and led the first inside-sales team, hiring and coaching 3 SDRs who were all promoted into AE roles.

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## TOOLS & SKILLS

Product operations, business operations, GTM operations, workflow automation, AI prototyping, product launch systems, implementation, customer onboarding, operating-model design, human-in-the-loop QA, dashboards, risk models, stakeholder alignment, voice-of-customer loops, process documentation, program management, data visualization, SQL, APIs, low-code prototyping, Codex, Claude, Cursor, OpenAI Realtime, Twilio, TextBelt, Vercel, Jira, Salesforce, HubSpot, Zendesk, Figma

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## EDUCATION

B.A. in Pre-Law, UC Santa Cruz | 2012