

Scott Alvarez

AI Product Strategist · Product Owner · Founder

Building AI-assisted digital products that solve real business problems.



[View Full Portfolio](#)

Founder and product owner with 30+ years of business experience — leading AI-assisted product development across four live digital platforms.

FEATURED PRODUCTS



That's Big Time

National sports discovery platform built on a structured knowledge graph.

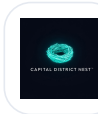
[Founder](#) · [Product Strategy](#)

Knowledge Graph

Universal Search

SEO

thatsbigtime.com



Capital District Nest

Regional discovery platform organizing towns, businesses, and events.

[Founder](#) · [Platform Strategy](#)

Local Search

Marketplace

Town-First

capitaldistrictnest.com



Rhino Basketball

Youth basketball development platform built for multi-city expansion.

[Founder](#) · [Product Leadership](#)

Service Design

Operator Model

Expansion

rhinobasketball.com



OnePlace Rentals

Rental marketplace concept for transparent, voucher-friendly housing.

[Founder](#) · [Marketplace Design](#)

Marketplace UX

Lead Workflows

Vouchers

oneplacere rentals.com

FEATURED EXPERTISE

● **Product Strategy**

Turning business ideas into shippable software.

● **AI Development**

Building real products with modern AI tooling.

● **Product Ownership**

Roadmaps, backlogs, requirements, iteration.

● **Search & Discovery**

Making information findable and structured.

● **Marketplace Design**

Scalable two-sided and directory platforms.

● **Founder Judgment**

Real-world business, sales, and operator sense.

WHAT I BRING

■ **Business Strategy**

30+ years operating in sales, finance, and real estate — decisions grounded in real economics.

■ **Product Leadership**

Vision, roadmap, prioritization, and delivery across live platforms and multi-year products.

■ **AI-Assisted Development**

Fluent in modern AI tools to compress the distance between idea, prototype, and production.

■ **Systems Thinking**

Modeling entities, workflows, and information architecture before the first screen ships.

CAREER FOUNDATION

**Real Estate**

20+ years advising buyers, sellers, and investors in residential and commercial markets.

**Wall Street**

Institutional finance experience — the analytical discipline behind every product decision.

**Basketball**

Building youth basketball programs and multi-city development models.

PRODUCT PHILOSOPHY

**Customer First**

Every product decision begins with the person using the product.

**Model Before Screen**

Entities and relationships are designed before any UI is drawn.

**Simplicity Compounds**

The smallest unit of clarity is the highest-leverage decision.

**Search Is The Product**

Discovery isn't a feature — it's the primary experience.

INDUSTRIES

Sports Technology

Real Estate Tech

Marketplace Platforms

AI & Search

Local Media

Community Platforms

AI & TECHNOLOGY

ChatGPT

Claude

Lovable

Supabase

Google Workspace

Canva

FlexMLS

BoldTrail

Dotloop

OPEN TO

Product Owner

AI Product Manager

Product Strategy

Fractional Product Leadership

Consulting

Speaking

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