

CRAIG DRUMMOND

PRODUCT LEADER | PROPTech | AI | SaaS | DATA ANALYTICS

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SUMMARY

Product leader with 25+ years of experience building software, data analytics & reporting, and AI-driven products across Fortune 100 and entrepreneurial environments. After 22 years at Intel, I founded multiple SaaS and PropTech businesses, combining firsthand commercial real estate investing experience, product strategy, and a customer-centric focus to create products that simplify complex investment workflows and improve investment decision-making.

CORE COMPETENCIES

Product Strategy · Product Roadmapping · Customer Discovery · Product Analytics · AI Product Development · SaaS · PropTech · Go-to-Market Strategy · Agile Product Development · Workflow Automation · Cross-Functional Leadership · Business Intelligence · Dashboard Design · Power BI · Advanced Excel/VBA

ENTREPRENEURIAL & COMMERCIAL REAL ESTATE EXPERIENCE

2020–Present

Founder | MFA Underwriting

2021–Present

- Founded a PropTech platform simplifying multifamily underwriting through software and education, growing to 4,500+ unique users across a three-tier Excel-based product suite (FREE, LITE, ADVANCED) powered by VBA and AI workflows.
- Launched a cohort-based training program for active multifamily investors and own all product and commercial functions: strategy, roadmap, pricing, UX, go-to-market, and a GoHighLevel-powered subscription and community infrastructure.

Co-Founder | Evolvly.io

2024–Present

- Co-founded a GoHighLevel-based SaaS platform for commercial real estate syndicators, scaling from zero to \$10K+ MRR and 100+ subscribers within the first year through an affiliate-driven acquisition channel.
- Designed and implemented CRM workflows, marketing automations, self-service onboarding, a training portal, and a dedicated support function, significantly reducing manual processes for clients.

Founder | VividInvests.com

2020–Present

- Own and operate a rental portfolio and serve as General Partner on a 200-unit multifamily investment while developing proprietary underwriting, reporting, and asset management tools.

Head of Product | QuickData.AI

2024–2025

- Served as fractional Head of Product with equity, owning the full product roadmap for an AI-powered commercial real estate analytics platform spanning web, Excel Add-in, and API layers.
- Defined and prioritized a B2C product suite including an AI-driven Investment Calculator and Excel Add-in, driving each product from discovery through delivery in close collaboration with engineering.
- Led customer discovery, pricing strategy, and go-to-market planning for the commercial real estate analytics market.

Director of Operations | CREE Capital

2022–2025

- Led operations for a multifamily syndication platform, improving acquisition, investor, and asset management workflows.
- Designed dashboards, reporting systems, and streamlined operational processes that improved visibility and reduced manual effort.

INTEL CORPORATION

2000–2022

Project Manager | Global Customer Success (GCS)

2019–2022

- Led enterprise analytics and reporting initiatives supporting Intel's Global Customer Success organization, reducing manual reporting effort by more than 30%.

Project Manager | Client Computing Group (CCG)

2016–2019

- Led enterprise resource planning initiatives and developed executive dashboards supporting strategic business decisions.

Channel Operations & Business Intelligence Manager | Americas Sales & Marketing Organization (ASMO) 2014–2016

- Managed a Business Intelligence organization delivering enterprise reporting solutions supporting more than 400 stakeholders.

Business Intelligence Program Manager | Americas Sales & Marketing Organization (ASMO) 2012–2014

- Directed a team of 20+ developers, managed a \$2M annual budget, and delivered 40+ enterprise Business Intelligence applications while generating more than \$455K in annual savings.

Tools & Reporting Business Analyst | Americas Sales & Marketing Organization (ASMO) 2007–2012

- Designed self-service reporting platforms and automated forecasting processes adopted across global sales organizations.

Product Line Analyst | Mobile CPU | Americas Sales & Marketing Organization (ASMO) 2004–2007

- Managed approximately \$4B in annual CPU demand forecasting while automating monthly planning processes that saved approximately 140 hours per quarter.

Customer Business Analyst | Compaq Team | Americas Sales & Marketing Organization (ASMO) 2000–2004

- Managed a \$100M quarterly supply line while developing reporting solutions that improved fulfillment visibility and operational planning.

EDUCATION

Bachelor of Science, Business Administration (Finance) — California State University, Sacramento

TECHNICAL SKILLS

Product: Product Strategy · Product Roadmapping · Customer Discovery · Product Analytics · Agile · Go-to-Market Strategy

AI & Automation: Claude · OpenAI · Prompt Engineering · AI Workflow Automation · API Integrations · Zapier · Make · n8n

Analytics: Advanced Excel · VBA · Power BI · Business Intelligence · Dashboard Design · Data Visualization

Platforms: HubSpot · GoHighLevel · ClickUp · Microsoft Office / Teams · Slack · Google Workspace