

Jack Harrison Bigbee

Phoenix, AZ | (602) 499-5151 | bigbeejack@gmail.com | jbiggs.com | bigbee.solutions | [LinkedIn](https://www.linkedin.com/in/jackbigbee/)

WORK EXPERIENCE

CATEGORY PIRATES

April 2025 – Present

Guest Contributor & AI Consultant

April 2025 – Present

- Owned development of AI-driven products for public and internal audiences at Category Pirates, a top paid business Substack focused on category design.
- Contributed to mini-books like Marketing Flywheel Momentum, Identity at Scale, and Vibe Creating, applying AI for data-driven content optimization and audience growth.

INNOVATIVE COMMUNICATIONS

June 2024 – Present

Technology & Software Solutions Manager

June 2024 – Present

- Led digital growth, CRM, and revenue operations for FCC-regulated carriers (including PHI eXchange), ensuring secure, compliant data pipelines across web, social, and email.
- Designed end-to-end sales operations processes for child companies, optimizing workflows with automation and analytics to drive scale and efficiency.

GENEO

August 2022 – June 2024

Marketing Operations & Analytics Specialist

March 2023 – June 2024

- Led Marketing Operations where I transitioned sales-ops to company-based models; built dashboards, lead maps, routing tools, ROI calculators and an AI assistant, scaling revenue from \$8M (2022) to \$33.4M (2023).
- Led data-driven experimentation with cross-platform analytics; planned unified data warehouse (Snowflake, SnapLogic, AWS) and conducted pricing surveys/Super Geo analyses for optimization.

Growth Marketing Automation Specialist

August 2022 – March 2023

- Automated growth strategies and analyzed performance data to identify trends, turning insights into actionable optimizations for user acquisition and engagement.

AGATHOS

January 2021 – August 2022

Marketing Operations Specialist

March 2022 – August 2022

- Owned marketing and sales operations, harnessing automation, reporting, and campaign optimization for targeting hospital executives.

Business Development Representative

January 2021 – March 2022

- Set company record for new introductory meetings with hospital executives. Leveraged automation platforms.

EPIC SYSTEMS

November 2019 – December 2020

Cardiology Implementation Project Manager

November 2019 – December 2020

- Led implementation of Epic's Cupid software for major healthcare systems (RWJ Barnabas, North Memorial).

EDUCATION

University of Arizona Honors College

August 2015 – May 2019

Bachelor of Arts cum laude Law & Political Science, 3.56 GPA

- Three-time Dean's List recipient and graduated with Honors (Law), CIEE Global Scholar
- Honors Thesis: EXAMINING LEGISLATIVE ISSUES WITH BLOCKCHAIN TECHNOLOGY
- Double Major

SKILLS AND INTERESTS

- Revenue/Growth Operations, Data Analytics, AI/ML Implementation, API & Automations, Google Cloud, Excel, Systems Integration, Experimentation (A/B Testing)
- Passionate about cryptocurrency, machine learning, big data analysis, and solving complex problems with cutting-edge AI in gaming and interactive environments (also Arizona Wildcats, Green Bay Packers fandom).