

Dylan Kane Elder

TECHNICAL PRODUCT MANAGER | ENTERPRISE APIs & AI WORKFLOWS

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Technical Product Manager building enterprise APIs and AI workflows. Owns roadmap decisions, API behavior, and customer adoption at Swish; independently builds full-stack AI software used by three paying organizations.

EXPERIENCE

Swish Analytics | Product Manager

Dec 2022–Present

NBA and college-football roadmap owner since early 2025.

Lead real-time enterprise API products across pricing, settlement, integration, and operational controls.

- **Owned 30+ product releases for real-time enterprise APIs**, setting roadmap priorities, defining product requirements, and leading cross-functional delivery from customer needs through production launch.
- Set CFB In-Play as the top roadmap priority; led player, team/match, and alternate-line APIs through staged release, meeting customer-required milestones and enabling **multiple major operators to go live**.
- Lead client-facing resolution of NBA Fast Props API integration issues using Datadog request analysis; coordinate staged engineering fixes and confirm recovery directly with clients.
- Expanded shared pricing and settlement APIs with 26 CFB team/match markets without structural changes; defined alternate-line contracts preserving identifiers and specifying projections, probabilities, suspensions, and incremental updates.
- Led staged rollout of NBA selection-level suspension controls, allowing clients to keep eligible selections active independently while preserving legacy market-level suspension behavior.

Agency Edge | Independent Founder & Builder

Aug 2023–Present

AI product used by **3 paying organizations**; built part-time alongside Swish and evolved from CodeBuddy.

- Built an AI-backed Salesforce/Campaign Monitor workflow for an agency with **30K+ contacts** and ~10K companies; personally implemented React/TypeScript, Python/Flask, relational data, integrations, and asynchronous jobs.
- Adapted the platform for two paying schools: **70K+ field updates** for one and email data for 156 alumni at the other, with source-ID-preserving exports and a customer-posted referral.
- Built AI-and-rules confidence scoring after customers found identity mismatches; combined source evidence and known context at field and contact levels, then reused the approach across customers.
- Separated accepted enrichment from CRM writeback using typed changes, destination mappings, overwrite policies, and stale-verification invalidation; designed progress, cancellation, and saved-scope retry contracts.

And1Analytics / Monster Roster

2015–2019

Co-Founder & President, 2015–2016; Founder & CEO, 2016–2019.

- Grew a consumer analytics venture from paid recommendations into subscription web and mobile products, acquiring **1,000+ paying customers**; first company selected for the Philadelphia 76ers Innovation Lab.
- After identical lineups split customer winnings, led a multidisciplinary team to build a **guided lineup optimizer** combining algorithm-backed locks, recommendations, and user choice.

TECHNICAL & PRODUCT SKILLS

Product: Roadmap prioritization, PRDs, API contracts, developer workflows, release acceptance, customer adoption

Technical: SQL, Python/Flask, React/TypeScript, SQLAlchemy, Alembic, Celery/Redis, Datadog, Postman

AI & integrations: Codex, Claude, ChatGPT, GitHub, Salesforce, Campaign Monitor, data review and writeback

EDUCATION

Georgetown University | Bachelor of Arts, Psychology | 2022