

JOSEPH RUBIN

Product Leader

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PROFESSIONAL SUMMARY

Product leader and former Chief Product Officer with 8+ years across AI, software platforms, gaming, and blockchain. Led product and delivery for a 50+ person studio, directly managing 8-10 product, production, and QA staff. Directed platform programs spanning 15 developers and personally launched a paid consumer AI product. Brings practical experience setting product direction, leading teams, and taking products from concept to market.

CORE SKILLS

Product Strategy | Portfolio and Roadmap Leadership | Team Management | Product Operations | Product Requirements | AI Product Development | Monetization | Go-to-Market | Executive and Client Stakeholder Management

PROFESSIONAL EXPERIENCE

Runebook Labs

Mar 2026-Present

Founder & Product Lead | Remote

- Founded and personally rebuilt Runebook, taking a stalled AI story-game prototype to paid Early Access across web, iOS, and Android.
- Owned product strategy, UX, AI architecture, monetization, and go-to-market; acquired the product's first paying customers and grew active usage.
- Designed the narrative system and evaluation approach for memory, world state, character continuity, and coherence across extended play.

Banyan AI Consulting LLC

Aug 2026-Present

Founder & Product Lead | Sarasota, FL

- Lead strategy and delivery for a connected web and mobile operations platform spanning lead intake, work orders, user portals, analytics, communications, reporting, and private field workflows.

Wire Network

May 2023-Aug 2025

Chief Product Officer, Oct 2023-Aug 2025 | Technical Program Manager, May-Oct 2023

- Set product strategy and roadmaps across core protocol, interoperability, wallet, and integration teams comprising 15 developers.
- Took two products to alpha: a hub-and-spoke interoperability protocol and a blockchain wallet supporting Ethereum and EOSIO assets.
- Translated product direction into functional specifications, release roadmaps, milestone plans, and the protocol's foundational whitepaper.
- Collaborated on an AI agent pilot with Yuga Labs for The Otherside metaverse.

Salvay LLC

Dec 2022-May 2025

Co-Founder & Product Lead | Sarasota, FL and Lahore, Pakistan

- Led product and delivery for a 50+ person studio in Lahore, directly managing approximately 8-10 product, production, and QA staff alongside the CTO and lead engineers.
- Oversaw delivery of 25+ completed client games and applications, aligning engineering, design, QA, and client stakeholders from concept through launch.
- Managed ongoing product delivery for a global specialty retailer's inventory, stocking, and compliance applications.
- Delivered a conference-ready game prototype for Solana Labs' GameShift team on schedule, demonstrating its blockchain integration tools.

PRIOR EXPERIENCE

Project Lead, Reaper Games | 2022-2023; Co-Owner, Prepscore | 2018-2020

EDUCATION

Bachelor of Science, Mechanical Engineering | University of South Florida | 2017