

RICK AGAJANIAN

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TECHNOLOGY PRODUCT EXECUTIVE | B2B SAAS

Small Business Solutions: Fintech, Field Service, Energy, Fleet

B2B SaaS Product Executive with over 15 years of experience in Small Business Solutions with expertise in Fintech, Energy, Fleet, and Field Service industries. Skilled at scaling teams from less than 10 to 50+ including product, design, business intelligence, and AI. Experience driving company growth from \$40M to more than \$200M in revenue.

ACCOMPLISHMENTS

- Total portfolio ARR increased by \$63M+ in 4 years as CPO/ VP Product
- Payfac Launch drives \$6M+ revenue increase in 1st year
- Banking as a service launch drives \$3M+ revenue increase in 1st year
- Commercial Pest & Landscaping portfolio expansion drives \$13M+ in new revenue
- Non-Core Module expansion drives \$15M+ in new revenue
- Client Advisory Board & Engagement drives product NPS score increase by 15+ points
- 4 Acquisitions increases portfolio EBITDA by \$28M+
- Enterprise Scalability increases total user counts by 2.5x
- AI-enhanced license tier increases revenue per customer by 20%

CORE COMPETENCIES

Private Equity • Board Relations • Merger & Acquisition (M&A) • Product-Driven Growth • Team Building
Client Advisory Boards • Client Success • Go to Market Strategy • Pricing Strategy • R&D Productivity • Portfolio Scaling
Metrics & KPIs • OKR • Revenue Growth • R&D Budgets • Change Management • Innovation • Net Promoter Score

PROFESSIONAL EXPERIENCE

CONFIDENTIAL

MAR 2025 – Present

Product & Growth Advisor | March 2025 – Present

Providing Product and Growth advisory services with a focus on Field Service and Fintech SaaS technology

- Partnering with Private Equity-backed investors within the Field Service industry
- Developing portfolio growth strategies for Fintech PaaS & BaaS providers serving B2B SaaS companies

WORKWAVE

MAY 2016 – MAR 2025

Operating in the Field Service B2B SaaS software industry, WorkWave is a Private Equity-owned organization employing 600+

CPO, VP Product | February 2020 – March 2025

Technology Product Executive managing a cross-functional team of 50+ members, including product management, design, AI, and business intelligence professionals

- Drove portfolio revenue from \$70M to \$200M+, while achieving 12% - 16% growth across software products
- Completed 4 major acquisitions of B2B SaaS Field Service companies
- Integrated offshore resources to augment team capacity and lower average cost per employee
- Actively engaged with clients at industry events like Pest World, Equip, ISSA, IFSEC, and WorkWave User Conference
- Collaborated with private equity investors and presented product strategy to board members

Key Projects:

- Expanded company white space through vertical expansion, market expansion, new product additions and M&A
- Managed data driven AI automation projects utilizing GenAI, Agents, Image Analysis, ML & Automation technologies
- Expanded Fintech offerings to include Banking as a Service features including bill pay, lending, and pay cards

Director of Product | May 2016 – February 2020

Drive Workwave's flagship product to be the prominent market leading B2B SaaS software for the pest control industry

- Achieved consistent B2B SaaS revenue growth at 14% YoY and product growth from \$40M to \$60M
- Strategically developed Commercial and Enterprise grade software to increase market position and white space
- Established a Client Advisory Board to help guide product strategy and foster powerful customer relationships
- Established a product management & design function within the company, growing team from 2 to 13

Key Projects:

- Launched WW Payments, a Fintech Payfac platform to process payment transactions: Credit Card, ACH and banking
- Developed gig economy & IoT sensor technologies expansions within the platform
- Established a reusable component platform and design system to speed modernization and enhance R&D efficiency

NRG SOLAR**APR 2015 – MAY 2016**

Operating in the Energy sector, NRG is a Publicly Held organization employing approximately 400 in the solar division

Senior Product Manager

Founded Product Management function within the newly formed solar division. Creating the team, processes and methods for managing all software in portfolio.

Key Projects:

- Launched a 3D rooftop solar analysis tool using drones, photogrammetry, and GIS
- Introduced efficiency-driven workforce and operations software solutions

RADIATE MEDIA**SEP 2011 – APR 2015**

Operating in the Broadcast Media sector, Radiate Media was a Privately Held organization employing 100

Director of Product

Built a new product team for a divested asset company with the objective of revitalizing technology through innovation and appealing to new investors

Key Projects:

- Integrated social media into real time broadcast graphics & launched an automated audio traffic reporting system
- Introduced an intelligent traffic incident detection system utilizing historical traffic patterns

EARLIER EXPERIENCE**HERE MAPS (NAVTEQ)****NOV 2004 – SEP 2011**

Operating in the Automotive and Mobile sector, Here Maps is a Publicly Held organization employing 2,000

Senior Product Manager

Developed the product strategy for a cross-platform suite of mapping, traffic and navigation B2B SaaS solutions across web, mobile, and automotive (telematics/connected-car) platforms

EDUCATION**TEMPLE UNIVERSITY****1999 – 2003**

Bachelor of Arts in Communication

TECHNICAL SKILLS

Web (React, Angular) • Mobile (iOS, Android, Xamarin, React) • Services (API, Webhook)
 Hosting & Database (AWS, Azure, SQL, Snowflake) • Business Intelligence (PowerBI, Tableau, Sigma)
 Messaging (SMS, Email, Voice) • IoT Sensors (LoRa, Bluetooth) • Fleet & Mapping (Routing, GPS, Lidar, Photogrammetry)
 Fintech (PaaS, BaaS) • AI (Natural Language, Machine Learning, Computer Vision, GenAI, Agents)