Tripp Regan

Product & Design Executive. 15+ years leading B2B SaaS platforms; launching business functions, and managing highly-matrixed teams; now building and advising.

trippregan.com linkedin.com/in/trippregan

Experience

Riverfoster Group

AI-Native Product, Design & Technology Strategic Advisors

Product & Innovation Advisor (Founder)

May 2026 - Current

- Advising founders and operators on product strategy, 0 to 1 launches, digital capability assessment, innovation and transformation planning, and AI-powered (when appropriate) product experiences across B2B SaaS, marketplaces, B2C customer experiences, and other venture shapes.
- Fractional Product and Technology executive (CPO, CXO, CTO) services for early-stage ventures.

ANDMORE

Integration of Juniper digital e-commerce platform with IMC's physical market assets to create a unified omnichannel wholesale marketplace under the new ANDMORE branding and strategy. A Blackstone PortCo.

VP of Product & Design

Dec 2022 – March 2026

- Launched 4 new 0 to 1 products: @Market/ ANDMORE Markets App (consolidated 5 apps, 350%+ adoption growth, app store rating 2.2 to 4.8), ANDMORE Market Plan (700% engagement growth), ANDMORE Leads (5/5 early release), ANDMORE Exhibitor Portal (just launched; consolidation of customer experience across 3 business systems; expanded value)
- Owned roadmap for seller platform ($300M+ annual GMV) and buyer tools (75%+ adoption, 4.8/5)
- Led pivot from spin-out SaaS growth model to integrated customer experience platform; navigated 5 PE-driven restructures
- Drove org design strategy analysis informing build vs. buy strategy
- Product & business owner of consolidation and rebuild of enterprise data model and database platform

Juniper by IMC

Integrated omnichannel B2B commerce solution and multi-line B2B e-commerce marketplace, empowering buyers and sellers to better manage and grow their business at Markets and year-round. A Blackstone Port-Co Spin-Out of IMC. Acquisitions of RepZio and Pharos, 2019.

VP, Product & Design

Dec 2019 – Dec 2022

— Founding member of digital function that scaled from 2 to 320+ employees; built ~80% of team via direct hiring, integrated ~20% via acquisitions

— Led product & design across accelerated strategy during pandemic to launch B2B e-commerce marketplace, a fintech credit platform, and suite of wholesale seller app tools.

— Launched 5 new 0 to 1 products: Juniper Market (B2B Multiline marketplace for Home & Gift industries; Datasynq (Product Information Management (PIM) and data syndication tool); Juniper Credit (pre-approval credit platform to allow platform Buyers 60-90 day terms while providing Sellers early payout); Juniper Web (custom-branded B2B e-commerce website builder); Juniper Admin (Seller Customer management portal); Juniper Super Admin (internal customer credentialing and management tool)

— Built Product Analytics function from the ground up: quantitative KPI framework integrated into the platform to complement qualitative UX research function.

International Market Centers

World's largest owner & operator of premier B2B showroom space for the home & gift industries. A Bain Capital PortCo with transition sale to Blackstone 2017; Acquisition of AmericasMart 2018

Director to VP, Digital Product & Design

Oct 2014 – Dec 2019 (promoted 3x)

— Drove 2-year competitive landscape analysis informing build vs. buy M&A digital strategy ahead of two major acquisitions and eventual SaaS spinout company, Juniper

— Project lead & business owner: Multi-Venue Digital Platform, a multi-tenant digital Marketing Automation Platform and customer portals to support acquisitions of AmericasMart and over 20 B2B Market events annually

— Developed dedicated Digital function to scale internal capabilities, launching Product, UX/UI, digital BI, and Customer Success functions

— Creative director of rebrand and launch of digital app, website and customer portal platform for premier Las Vegas Market property; correlated to 180% growth in digital engagement and lift in registration and attendance 6x

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Regan Creative

Digital Product & Design Studio Consultancy

Principal

2009 – 2015

— Design & Product studio tailoring custom branding and digital solutions for SMBs, including creative and digital strategy, corporate identity systems, web platforms, pitch decks, in-house retained services and agency support.

Designfluence / Capacooz

Consumer product company (utility patent, USA-manufactured)

Partner, Co-Founder

2007-2015

— Bootstrapped development, manufacturing, and distribution of unique consumer products in the gift and promotions industries.

— Awarded U.S. utility patent for flagship Cap•A•Cooz product.

— Lines carried by over 150 brands, including Urban Outfitters, Margaritaville, Vat19.com, and Palmetto Moon Outfitters

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Twin City Santa

Volunteer-run 501(c)3 Org raising capital and collecting/distributing gifts during the holiday season

President/ Co-Chairman/ Leadership Committee

2003-2014

— Served as President, Chairman, and Executive Committee member of Twin City Santa Organization, a 501(c)(3) charitable entity that collects toys and raises money for the children of the greater NC Triad area during the holiday season, primarily in coordination with the Salvation Army's local initiatives. The annual Miracle on 5th Street Christmas event in Winston-Salem is the marquee event for Twin City Santa's efforts.

— As President and Co-Chair (2010-2015), increased sponsorship/ donations 300%+, and increased revenue by 700%+.

Capabilities

Product & Business Strategy
Marketplace modeling, ROI analysis, roadmap development, build-vs-buy research, product-market fit, go to market planning

Design & UX
User-centered research, design-thinking, design systems, org building

AI strategy
Pragmatic implementation, AI-integration, custom/bespoke tooling, shipping products with AI tooling

Analytics
Founded product analytics functions, KPI frameworks

Architecture fluency
De facto solutions architect; data modeling, prototypes code

Education

North Carolina State University

BA, Multimedia Design & Production