

# Chief Executive Officer / Co-Founder - 909Productions, Inc.

## Executive Mandate

909Productions, Inc. is an email infrastructure venture incubated within The Market Accelerator (TMA), a venture lab built to develop first-time CEOs through disciplined execution, monthly reporting, and centralized venture support. The CEO mandate is to take the company from its current MailWizz-based operating layer to a proprietary software platform over a 12-month build cycle.

## Important Brand Note

"909Productions" and "909productions" is a placeholder venture name for your new brand. The first task of our new CEO and co-founder is to "name the baby" - be prepared with at least three well-considered ideas. We are competing directly with well-entrenched competitors across the full email marketing, SMTP, deliverability, and infrastructure stack.

## Platform Scope

MailWizz is not public facing and is not the end product. The current system is an internal proving ground for client isolation, SMTP routing, bounce processing, throttling, suppression lists, analytics, and operating workflows. The CEO will convert the lessons of this operating layer into owned software: campaign orchestration, custom customer dashboards, bounce intelligence, tracking, reporting, list hygiene, and compliance workflows.

## CEO Responsibilities

Own the P&L; 12-month roadmap, vendor strategy, recruiting plan, product requirements, technical architecture, and reporting cadence. Build a practical team: CTO/architect, full-stack engineer, deliverability lead, operations support, and customer success/compliance. Coordinate with TMA on monthly CEO reporting, budget, KPIs, strategic risks, and capital allocation.

## Hiring Funnel

All hiring uses two portals: [www.909productions.com/careers](http://www.909productions.com/careers) for the public Formspree intake and [www.909brokers.com/careers](http://www.909brokers.com/careers) for the full Zoho ATS application. The CEO should improve both funnels, create role scorecards, and convert applicants into a measured pipeline.

## 12-Month Milestones

Quarter 1: operational proof, current stack audit, naming options, battlecard, platform requirements, sender isolation. Quarter 2: MVP build for custom campaign, list, sender, and bounce modules. Quarter 3: analytics, multi-tenant dashboards, billing, governance, compliance, and QA. Quarter 4: launch-ready platform, sales motion, client migration, and CEO-level monthly reporting into the TMA master.

## Compensation / Fit

This is a builder/operator role, not a maintenance job. Compensation may include base salary, milestone-based incentives, and equity participation tied to platform delivery and commercial traction. Ideal candidates understand SaaS, email infrastructure, deliverability, and the discipline required to convert a tool-based operation into a defensible software company.