

NICK FRUSCELLO

Product & GTM Leader | B2B SaaS | Bootstrapped Founder to Exit

Syracuse, NY | blunick@gmail.com | nickfruscello.com | linkedin.com/in/nickfruscello

SUMMARY

Product and go-to-market leader who grows B2B SaaS companies with a bootstrapper's discipline. Scaled Mozeo from zero to multimillion-dollar ARR without external funding, sold it to Inunity, and stayed on to lead product and GTM, repositioning the platform against competitors.

EXPERIENCE

Inunity – VP of Product – Remote

Sep 2023 – Present

- Led product strategy, pricing, and go-to-market integration for Mozeo post-acquisition, aligning sales, support, and engineering around unified customer success and retention goals.
- Rebuilt go-to-market strategy from scratch: defined new ICPs, created outbound playbooks, and coordinated sales and product teams around the strategy.
- Reduced churn by 3% in the first year through a proactive customer success playbook.
- Led competitive analysis and a pricing overhaul to reposition the product for the next growth phase.
- Drove product continuity and revenue stability through acquisition, ensuring zero disruption to the customer base during organizational transition.

Mozeo – Co-Founder & President – Syracuse, NY

Nov 2007 – Aug 2023

- Co-founded a B2B SaaS messaging platform and grew it to multimillion-dollar ARR and 2,000+ customers with a two-person team. Profitable and bootstrapped for 16 years, exited via strategic acquisition by Inunity.
- Built the product 0-to-1 in an emerging category: identified the market gap, defined product vision and roadmap, and led development through every major iteration.
- Designed the business around retention and LTV—sustained 98%+ customer satisfaction year over year.
- Increased user engagement 32% through iterative development and customer feedback loops.
- Won head-to-head against larger, better-funded competitors on product quality, brand trust, and customer intimacy.
- Built pricing, onboarding, support, and billing systems that survived acquisition—operational maturity rare in bootstrapped companies.

Allred & Associates – Director of Operations – Elbridge, NY

May 2003 – Nov 2007

- Drove double-digit growth by redesigning manufacturing processes and implementing an ERP system company-wide, cutting production costs and embedding operational

discipline that informed product design.

SKILLS

Product Strategy & Vision · Product Roadmap · Go-to-Market Strategy · Pricing & Packaging · B2B SaaS · Customer Success & Retention · Churn Reduction · ARR Growth · 0-to-1 Product Development · Agile · Cross-Functional Leadership · Competitive Analysis · ICP Definition · Product-Market Fit · Bootstrapped Growth

Tools & Platforms: Figma, Claude Code, Claude Design, Codex, Linear, Jira, Mixpanel, HubSpot, Intercom, Notion, GitHub, Webflow

EDUCATION

University at Buffalo – BS, Industrial & Systems Engineering – Buffalo, NY

LANGUAGES

English (fluent) · Ukrainian (conversational)