

Jake Baumann

Head of Product at Valid · Founder of Ad Machine · Dallas



1,521 GitHub contributions, last 12 months

jake@slashimagine.xyz · linkedin.com/in/jacob-baumann · github.com/jakejosephbaumann29 · x.com/Jake_Joseph

Product leader who ships. I build AI products for advertising, from the first sketch to the App Store, and I lead as a **player-coach**: I set the plan, then I write the code next to the team, mostly with AI coding agents.

1.5M views on one AI influencer video I made	400+ pull requests in the last 12 months	\$50M+ ad spend my products help Valid run	10 mo first commit to App Store, Ad Machine	10,000 NFTs minted out in one day, 2021
--	--	--	---	---

EXPERIENCE

Feb 2026–now	Head of Product · Valid, AI-enabled ad agency - Lead product and engineering at the AI-enabled ad agency of the future, and still ship code. My products help our team run \$50M+ in ad spend. - Created Zoe, an AI influencer. Her video on my X account reached 1.5M views, and Valid made her a product six days later. Valid's AI creators now have 686K+ followers; the top video has 177M views. - One of the top contributors to our 60+ tools and products for our team and our clients, including Creative Ocean, Timecut, the client portal, Lens and the Valid MCP.
Dec 2024–now	Founder · /Imagine AI, the studio behind Ad Machine - Building Ad Machine (since Nov 2025): one product photo in, a full ad campaign out. 20 ad styles, 18 image and video models, every ad size. - We shipped a web app, a native iPhone and iPad app (App Store, Oct 2026), and an MCP server with 40 tools so ChatGPT, Claude and Cursor can use it. - Designed and built the 1.0.2 iOS redesign end to end. 82 merged pull requests overall.
Apr–Nov 2024	Chief Partnerships Officer · TOYMAK3RS + Jellybean Partnerships for a premium vinyl and plush toy maker and a tap-to-own collectibles platform. Launches in my time included deadmau5, Rauw Alejandro, Tangle, \$WEN.
2021–2024	Co-founder · Women and Weapons Co-founded a 10,000-piece NFT collectibles brand that sold out in a day: \$3M+ in revenue, \$17M+ in collectibles transactions, 150K+ followers, and \$178K+ given to the Malala Fund. Interviewed by CoinDesk at Consensus 2022.
2018–2022	President and co-founder · Kindnest Properties, Dallas · Airbnb Professional Superhost
2014–2020	Genius · Apple, 2014–2018 · Business development · BayMark Health Services, 2018–2020

BRANDS I'VE WORKED WITH

Valid: Replit, Rover, Honey Homes, Aragon.ai, Julius AI, Tolan, and 15 more

Women and Weapons: Coinbase, CoinDesk, Tinder, VeeCon, Malala Fund, and 5 more

TOYMAK3RS + Jellybean: deadmau5, Rauw Alejandro, Tangle, \$WEN, Aptos

SKILLS

Product strategy	0 to 1 launches	Product design	SwiftUI
Next.js · React · TypeScript	AI image and video		
Agents and MCP	Pricing and billing	Partnerships	
Team leadership			

EDUCATION

University of North Texas: International Studies, International Security and Diplomacy, Dec 2021. Started an MBA in 2022, paused to focus on my startups.

OFF THE CLOCK

Husband and dad. Runner and lifter. Former poker player, hockey player and volunteer firefighter. Italian food, travel.