

CARLOS GIL

Principal Product Manager | AI Products, Workflow Automation, Platform & Data

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SUMMARY

Strategic product leader with 12+ years building new products and scaling core product areas. Co-founded Basis and led it from inception to acquisition by Digits, with end-to-end ownership across product, engineering, and go-to-market. Track record of identifying high-leverage opportunities and turning them into products that drive adoption, revenue growth, and operational efficiency.

EXPERIENCE

Digits | Principal Product Manager

May 2024 – Present

Remote

- Led the integration of Basis into Digits after acquisition, bringing >\$500K ARR of FP&A business into the company and helping expand Digits into reporting, planning, and higher-value finance workflows.
- Owned AI Invoicing, Bill Pay, and AR/AP workflows, growing GPV from ~\$750K at launch to ~\$20M while shaping the strategy behind activation, pricing, and monetization.
- Built Invoicing from 0 to 1, creating a simpler invoice-to-cash experience and increasing attach rate 5x from 2% to 10%.
- Led a major payments and customer migration that reduced customer issues by 90% and made the product more dependable as volume scaled.
- Created a new AI workflows and self-serve analytics product area for GTM, helping teams answer questions and move faster without waiting on engineering; cut reporting time from days to minutes, and influenced ~\$2M in pipeline.
- Partnered across six functions to align product roadmaps around FP&A, payments, and revenue-unlocking AI workflows.

Basis (acquired by Digits) | Co-Founder & Head of Product / CTO

Jun 2020 – May 2024

Remote

- Co-founded Basis and led it from 0 to acquisition, building a real-time SaaS product that turned messy planning, reporting, and operational workflows into software used by 200+ SMB and enterprise customers.
- Grew ARR to \$1M+ within 12 months of launch, leading product strategy, roadmap, customer discovery, and GTM across an 8-person product and engineering team.
- Reduced onboarding to 5 minutes for a product built on complex multi-source integrations, unlocking both PLG adoption and sales-led growth.
- Turned integrations into a strategic wedge across 100+ ERP, CRM, payroll, and business systems, expanding product value while reducing implementation friction for SMB and mid-market customers.
- Shaped the core planning and analytics experience behind instant scenario modeling, dashboards, and workflow automation across millions of daily calculations, helping Basis stand out in a crowded market.

Domio | Head of Product & Engineering

Sep 2017 – Mar 2020

New York, NY

- Scaled the product, engineering, and design org to 30+ people across five teams, standing up the company's first PM and design functions, growing engineering across NYC and Toronto, and building a durable organization and culture.
- As a member of the leadership team, led product and engineering strategy for market expansion as we scaled into 10+ cities during a \$100M+ growth phase.
- Led strategy across direct booking, reservations, and the booking experience, increasing direct bookings from 0% to >40% and improving unit economics through a simpler customer journey.
- Drove data, pricing, and operational platform initiatives that improved market selection, price testing, and property workflows as the business scaled across 10+ cities.

Betterment | Senior Software Engineer

Sep 2016 – Sep 2017

New York, NY

- Led development of core investment allocation and dividend systems supporting millions in customer assets, and launched a tax platform that expanded Betterment's core product offering.

Uber | Software Engineer II / Software Engineer

Jun 2014 – May 2016

San Francisco, CA / New York, NY

- Contributed to v1 of UberEATS and other platform initiatives across UberRUSH and communications infrastructure, spanning pricing, inventory, and real-time dispatch tooling.

EDUCATION

Carnegie Mellon University | B.S. in Electrical and Computer Engineering

2014

Project Olympus Incubator; Current mentor to students