

John Luther

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Career Highlights

- Product leader with 20+ years shipping software serving billions of users in enterprise SaaS, mobile SDKs, core video tech, and open web APIs adopted by YouTube, Netflix, and Microsoft.
- Obsessive about UX quality, KPI-driven requirements, and staying close to customers.
- Grow products from conception through acquisition; track record includes exits to Google, Brightcove, and others.
- Use AI agents and custom LLM tooling to cut product discovery, planning, and competitive research time in half.
- Create structure in ambiguous settings, from founding a startup to driving cross-functional alignment at a \$72M ARR SaaS company.
- Technically fluent: read code, build prototypes, hold my own with staff-level engineers.
- Co-founded one of the tech industry's first worker-owned co-ops; active voice for expanding worker ownership in tech.

Work Experience

[Limeleaf](#)

Co-Founder and CEO

2024–present

Founded a profitable worker co-op to develop software products and provide consulting services to values-driven organizations.

- Assembled a founding team of me and two highly experienced software engineers
- Sourced and negotiated the acqui-hire of BlueskyDirectory.com and its founder to pivot the company into new verticals targeting distributed social media and data sovereignty.
- Oversee daily business operations, manage client engagements, and drive business development.
- Product Leader for [Henhouse.coop](#), [Bluesky Directory](#), and [Limecast](#).

[Nuvalence \(now EY.ai\)](#)

Group Product Manager

2023

Developed cloud, web, and AI platforms for public-sector clients.

- Led a cross-functional team in the development of a \$4M cannabis licensing platform for the New York State Office of Cannabis Management (OCM), resulting in accelerated project delivery and improved efficiency.
- Defined and executed a comprehensive strategy for enhancing the OCM workflow, leveraging AI services including RAG, document verification, and fraud detection, resulting in improved efficiency and accuracy.

[JWX](#)

SVP of Product Management, Media Platforms

2017–2023

Drove the strategic vision, launch, and product roadmap for JW Stream, making it a leading B2B2C media platform averaging over one billion monthly active users.

- Managed a high-performing global team of product managers and engineers in the full development cycle of a multi-tenant, API-driven online SaaS video platform, including players, encoding, global CDN distribution, DRM, and analytics.
- Scaled JW Stream from MVP to over 2,300 enterprise customers (Amazon, BBC, Red Bull, Univision, Vice, WWE, others), generating 90% (\$63M) of the company's revenue in 2022.
- Collaborated closely with the CTO to optimize cloud unit costs, a 20% annual reduction, boosting LTV:CAC ratio,

and maintaining competitive pricing.

SVP of Technology & Innovation

2016–2017

Reporting to the CTO, revitalized a culture of innovation by promoting experimentation, prototyping, and exploring new technologies.

- Identified emerging OTT streaming trends and launched JW Showcase, an API-driven cloud service for creating multi-device video apps, streamlining the app launch process from weeks to less than 24 hours.
- Established and organized an annual Hackweek, driving innovation and collaboration, leading to the creation of two major customer products and multiple internal developer tools.
- Initiated and managed an employee patent program, implementing an accelerated IDF and filing process, resulting in the successful acquisition of four patents in less than two years.

VP of Mobile Products & Strategy

2014–2016

Defined and executed the product direction, strategy, and roadmap for native Android and iOS video player SDKs.

- Led the rapid development and successful launch of Android and iOS mobile video SDKs, including analytics endpoints, in nine months, enabling seamless video playback and data tracking on mobile platforms.
- Staffed and managed a team of ten engineers (6 US, 4 Argentina) and two PMs (one US, one Netherlands).
- Mobile SDKs drove a 35% increase in overall JW Stream watch time.

[Google](#)

Product Manager, Chrome Media

2010–2014

Developed the product direction, strategy, and roadmap for video rendering/playback, HTML5 media elements, adaptive streaming, and DRM to make Chrome the gold standard for media web apps.

- Partnered with Netflix to launch the world's first HTML5 streaming app for the Chromebook Pixel launch.
- Collaborated closely with Engineering to define and launch Media Source/Encrypted Media Extensions and WebVTT APIs, which made delivering premium HD video content possible on the web.
- Spoke at over a dozen technical conferences as a recognized product expert on web video.

Product Manager, WebM Project

2010–2012

Executed launch, GTM, and standardization efforts for the industry's first open HD video format in only three months.

- For the WebM unveiling by Sundar Pichai at Google I/O, enlisted 40 marquee launch partners (including Adobe, Mozilla, Skype, AMD, and Qualcomm), and drafted keynote talking points.
- Gathered requirements, estimated costs, and collaborated with YouTube engineers to plan and convert millions of videos to WebM in HTML5, saving Google over \$30M in bandwidth costs in FY 2012.

Advisory Roles

[NatureEye](#)

Product and Technology Advisor

2023–Present

Advising founders on product and AI strategy, real-time video technical architecture, and go-to-market for a virtual tourism app that empowers anyone to explore wilderness sanctuaries around the world from their own home.

[Panther Peak Studios](#)

CTO and Board Member

2024–Present

Building a video CMS, embeddable web player, and AI clip generation and social publishing engine for content creators, with

integrated ad management and delivery. Closed two pilot customers in the standup comedy vertical, validating the AI clipping engine as the core differentiator.

Areas of Expertise

- AI-assisted product mgmt
- SDLC management
- Product requirements mgmt
- APIs & developer products
- User stories & ICPs
- UX & A/B testing
- GTM planning
- KPI definition & analysis
- Market sizing
- SaaS pricing strategy
- Cloud COGS optimization
- Data visualization
- Team training & leadership
- M&A diligence
- User research & synthesis
- Board & investor communications
- Public speaking

Coding Projects and Collaborations

- [OSAI Kit](#) - a TUI to find, recommend, and deploy the best open-weight LLM for your coding project.
- [Diffdown](#) - a decentralized collaborative writing app built on AT Protocol.
- [Tap](#) - an authoring suite for the Fountain open screenplay format.
- [Nounly](#) - a daily word puzzle.

Education

Penn State University, BA with Honors

Interests

Adult literacy tutor, former professional cook, published writer, guitarist & drummer.