

STERLING METZ

OPERATING PARTNER

RELEVANT EXPERIENCE

Sterling Metz is a Chief Product Officer and technology executive specializing in financial services, fintech, and digital advertising. With deep expertise spanning risk, fraud, identity, and analytics.

Previously, Sterling drove significant product evolution at **Cardlytics**, a leading digital advertising and commerce media platform for financial services. Serving in key roles including **Senior Director of Product Management, Director of Data Strategy, and Senior Principal Solutions Architect**, he re-platformed the core merchant-transaction analytics layer, redesigned the advertising order management system, and established the company's identity graph. His leadership bridged overarching product strategy and deep technical execution, bridging patented information systems, event-driven microservices, and high-volume, neural-network-powered transaction architectures.

Notably, he delivered Cardlytics' first ML/AI pipeline—mapping 6 million real-time transactions per hour to physical locations—and scaled agile offerings, including an offers product that drove a $50M pipeline and a CRM channel integration that generated $5M in its first six months.

At **Equifax**, Sterling anchored early strategic initiatives, acting as a core driver behind the company's initial streaming vertical strategy and churn solutions. He was instrumental in establishing the fraud business unit, leading solutions architecture to solve customer challenges ahead of the traditional product roadmap.

cxopartners
PROVEN OPERATORS

PERSONAL STATEMENT

Throughout my career, I have partnered seamlessly across the C-suite to validate new revenue streams, modernize complex data ecosystems, and translate highly technical capabilities into shipped, market-ready products. I lead rapid zero-to-one innovation and large-scale data platform transformations.

I currently operate as a Chief Product Officer and strategic advisor to boards and senior leadership at middle-market and enterprise organizations. I guide companies in building visionary roadmaps—exploring embedded payment systems, alternative data bureaus, and next-generation deepfake detection analytics. I also drive strategic transitions into AI and LLM technologies, combining the deep technical acumen required to evaluate emerging tools with the product rigor necessary to ship revenue-bearing capabilities.

PRACTICE FOCUS

Product, Strategy & Innovation

- AI Strategy & Governance
- Go-to-Market Strategy
- Buyer Journey & Purchase-Driver Analysis
- Strategic Roadmap Planning and Prioritization
- Product and Services Portfolio Design
- Product-led Growth Initiatives
- New Product Launch (customer validation, beta programs, commercialization plans)
- Product Rescues and Churn Analysis
- Product Operations and Team Development.

SECTOR EXPERIENCE

Advertising, Media & Entertainment

- AdTech/Digital Advertising
- Content Distribution & Platforms
- Retail & Consumer Insights and Services

Financial Data, FinTech & Information Services

- Identity Verification & Fraud Prevention
- Credit Reporting & Alternative Data
- Risk Management & Regulatory Compliance
- Predictive Analytics & Data Infrastructure

EDUCATION

Georgia Institute of Technology
Bachelor of Science