

Logan Horowitz

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AI product manager who has built products used by millions. Consumer products with real money and real users in them, now AI products and the evals that say whether they work.

EXPERIENCE

Thoughtful Labs	2026
Eval generation and rubric design: producing the cases that test a model and writing the rules that decide what counts as a good answer.	
PJT Partners	2026
Summer internship on the advisory side.	
Hercules	2026
Product work on an early-stage team.	
Fliff	2024–25
Payments, identity, growth, and platform. Past a million users; monthly actives from 195K to 800K. Led a 50-person engineering team after the acquisition.	
Mojo	2022–24
Pricing, marketplace design, and the launch of the first regulated sports stock market. Helped raise a \$75M Series A.	
Cerberus Capital	2020–22
Diligence on investments over \$100M. Supported a €2.25B exit.	
Walmart	2019
Built the models behind purchase-intent prediction.	

SELECTED BUILDING

The Grading Room
A tool for finding the gaps in an AI scoring rubric, by showing a team where its own people quietly disagree about what counts as good.
Fluency Bench
A live benchmark for AI fluency: how well people actually work with these tools.
AI Research Residency
Ten modules run in public, from a transformer written by hand to a capstone. loganzev.com/ai-research-residency .

EDUCATION

Columbia Business School	MBA, in progress
Cornell University	2017–21
Information Science, focused on machine learning and data science. TA'd Machine Learning with Python. Led Cornell AppDev.	

WRITING

Middle Layer, a newsletter since March 2025 on compute, distribution, and the boundary between AI platforms and products. middlelayer.substack.com.