

Richard L. Borgatti Jr.

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PRODUCT & PROGRAM MANAGEMENT | FITNESS & SPORTS TECHNOLOGY

Product and program leader with 20+ years across product, operations, and technical roles in fitness and endurance tech. Founded, scaled, and exited a fitness business (**\$400K+ revenue**) and shipped **Ruckfecta**, a live consumer fitness product, from concept to market; today I deliver learning-simulation products at Harvard Business School and lead certification programs for a national sport's governing body. I translate user and stakeholder needs into roadmaps and cross-functional execution, and use AI tools (ChatGPT, Claude) to build working software and partner closely with engineering. Uniquely positioned to build for athletes because I am one: coach, author, and competitor in the endurance and obstacle-racing community.

PROJECTS

Ruckfecta: Competition Platform

- Conceived, built, and shipped a live competition platform for rucking (free and paid tiers) using AI-assisted development on Replit; selected for Replit's **Race to Revenue** (Pilot Cohort, Top 10)
- Defined product scope and prioritized features based on the needs of target users in the endurance community
- Designed a scoring system to normalize performance across distance, elevation, and load, enabling fair competition across users
- Ran go-to-market experiments and gathered user feedback to refine positioning and roadmap

USAOCR Level 1 Coaching Certification

- Led development and instructional design of a national-level coaching certification program (11 chapters, 52 lessons)
- Selected platform and designed scalable course architecture
- Co-authored curriculum and structured learning experience
- Established a standardized coaching-education system across a national governing body

Everest Debrief Generator

- Programmed an AI-assisted tool in Python (using ChatGPT and Claude) to process simulation data and generate automated PowerPoint outputs
- Cut faculty debrief prep from ~30 minutes to under 5 (a 6x speedup), improving consistency and insight generation
- After a successful pilot, handed the tool off to the internal dev team to re-implement in Scala and host on AWS

PROFESSIONAL EXPERIENCE

Harvard Business School Allston, MA

IT Simulation Support Specialist (Learning Products) 2023 - Present

- Manage end-to-end delivery of learning-simulation products to MBA and Executive Education programs serving **50-900 participants** per session
- Partner with faculty, product/development teams, and program staff as the bridge between user needs and technical delivery
- Define delivery plans and coordinate cross-functional logistics to optimize the learning experience
- Gather classroom engagement and user-behavior insights and feed them back to the product development team to inform improvements
- Contribute to QA, testing, and validation of custom-built simulation products prior to live delivery
- Develop documentation and deliver training and enablement to faculty and program staff
- Translate complex technical systems into clear, actionable guidance for non-technical stakeholders, including real-time support in high-stakes live environments
- Built AI-assisted internal tools now used by the team, including custom GPTs and the Everest Debrief Generator, using ChatGPT and Claude to automate workflows and speed up simulation debriefs

USAOCR - Coaching & Training Committee (National Governing Body) Virtual

Project Manager / Committee Member 2024 - Present

- Serve as project manager building an online coaching-certification product for a national governing body
- Lead and instruct in-person live certification courses and grade online certification assessments
- Define requirements, select the platform, and design scalable course architecture and the learner experience
- Co-develop coaching and officiating certification programs across committees, aligning standards and athlete-development goals
- Contribute to the long-term roadmap for national coaching and certification frameworks

Epic Race Training Tewksbury, MA (Online / In-Person)

Founder / Coach 2023 - Present

- Founded and operate an online coaching platform (delivered via TrainHeroic) for endurance and hybrid athletes, spanning programming, content, e-commerce, and registration
- Design structured training programs and digital content focused on user progression and measurable outcomes
- Manage the full customer lifecycle: online sales, registration, billing, and waiver workflows

Mountain Strength Fitness LLC Winchester, MA

Founder / Operator 2008 - 2023

- Founded, scaled, and exited a fitness business to **\$400K+ annual revenue** with consistent **15-30% YoY growth**
- Owned end-to-end operations: product and program design, customer acquisition and retention, billing, and team leadership
- Refined training programs using customer feedback and retention metrics to improve outcomes and engagement
- Led and trained a team of 13 coaches; built onboarding and certification programs to scale service quality
- Navigated COVID shutdowns by launching new revenue lines while retaining staff and customers
- Implemented and administered the full operations stack: CRM, scheduling, payments (Stripe), payroll, marketing, and website

Linedata Services Boston, MA

System Administrator 2006 - 2011

- Maintained high-availability systems for financial trading environments (**99.99% uptime**) across global offices (US, India, Tunisia)
- Diagnosed and resolved backend system and network issues

Stainless Steel Studios Cambridge, MA

IT Manager / Systems Designer 2003 - 2005

- Advanced from contract QA tester to IT Manager to Systems Designer, managing IT infrastructure for a game development studio
- Designed and balanced game systems and mechanics in collaboration with the database team

SKILLS

Product & Program Roadmapping, prioritization, requirements gathering, user research, cross-functional delivery, go-to-market, KPIs & metrics, Agile Tools Jira, ServiceNow, CRM, analytics AI ChatGPT, Claude, Replit; building custom GPTs and AI-assisted internal tools; prompt engineering, AI-assisted development Technical Fluency Python, JavaScript, SQL, data workflows, system design & infrastructure, networking fundamentals Fitness Platforms TrainHeroic, Wodify, Zen Planner, Kilo, Acuity Scheduling, Stripe, WordPress

EDUCATION

B.S. in Information Technology (Expected 2026)

University of Massachusetts Lowell

A.S. in Information Technology (Completed 2025)

University of Massachusetts Lowell

CERTIFICATIONS

Fitness CrossFit Coach L2, CrossFit Endurance, Spartan SGX Coach L2, Obstacle Course Specialist, MovNat Coach L2, RKC L1, ISSA Personal Trainer

PUBLICATIONS & MEDIA

Epic Training: A Comprehensive Guide to Obstacle Course Race Training (2022)

- 300-page book on OCR training systems
- Successfully funded via Kickstarter (\$9K raised)
- Named one of America's Top 10 OCR Coaches by Spartan Race ("10 Trainers You Should Know," Spartan Magazine)
- Author of 21 articles on Spartan.com