Kelsey Capps

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Restaurant tech and guest marketing advisor. 16 years building the guest data, email, SMS, and loyalty tools restaurants use to bring guests back: a restaurant CDP serving IHOP, Taco Bell, and Chipotle, then Square Marketing, now analytics and AI at Klaviyo. I grew up in my family's restaurants and started out bartending for an events and catering company.

What I bring to a restaurant group

- **Guest data that finds your regulars.** Connect POS, reservation, and email and SMS data into one view of each guest. I built this for national restaurant brands at Bridg.
- **Messages that fill seats.** Welcome notes, win-backs, slow-night offers, and seasonal menu launches that run on their own. I owned Square's email, SMS, and loyalty products.
- **A tech stack that fits the margin.** Platform-neutral advice on POS, reservations, and marketing tools, with the monthly cost next to the expected return.
- **Practical AI.** I lead Klaviyo's AI agent and MCP work, and use the same tools to automate reservation outreach for restaurants.

Experience

Independent Advisor, Restaurant Tech and Guest Experience

Self-employed, part-time alongside Klaviyo · 2026 to present · Boston and remote

- Advise restaurant groups and hospitality operators on POS, reservations, and guest messaging, independent of any vendor
- Built automated reservation outreach for a 3-location Boston restaurant group, connecting OpenTable and Notion through AI (MCP) workflows

Klaviyo

Product Pillar Lead, Analytics and Personalization AI · *03/2026 to present · Boston*

- Lead 9 teams and 4 direct reports; own a $44M ARR goal across Enterprise, Analytics, and Personalization
- Direct Klaviyo's agentic AI work, including the Analytics Agent and MCP
- Executive partner on the largest accounts; supported $18M in ARR retention and upsell in 2025

Product Lead, Reporting and Analytics · *01/2024 to 03/2026 · Boston*

- Built a new Reporting Platform and shipped Customer Insights, Catalog Insights, and Portfolios
- Turned reporting into a revenue-generating product line

Square (Block, Inc.)

Senior Product Manager, Marketing Solutions · *11/2021 to 12/2023 · Los Angeles, remote*

- Owned Square Marketing (email, text message marketing, and loyalty) for Square's small-business sellers, including restaurants
- Grew SMS revenue 53% year over year and email and SMS revenue per user 19%
- Shaped Square's plans for AI-powered campaigns; lifted product usage 12 points in H2 2023

Bridg (restaurant CDP)

Director of Client Services, then Product Manager, then Senior Product Manager, CDP and Marketing · *05/2016 to 09/2019 · Los Angeles*

- Managed a $2.8M book of restaurant accounts including IHOP, Taco Bell, and Chipotle; grew client ARR $590K in 12 months
- Shipped a restaurant promotion management system end to end in 9 months
- Redesigned the CDP, CRM, and email platform: audience builder, template designer, and reporting; onboarded $3.8M ARR

Earlier roles

- **Pathmatics**, Senior Product Manager, Competitive Intelligence · *2019 to 2021*: consumer ad data analytics; lifted user engagement 60%
- **Advertise.com**, Senior Manager of Publisher Services · *2010 to 2016*: grew a 150-account portfolio from $800K to $1.2M a month

Speaking and recognition

- **Klaviyo President's Club, 2025**, the company's top honor for staying close to customers
- **Stages:** K:BOSTON (2025, 2026), K:LONDON (2026), K:SYDNEY (2025, 2026), Boston Tech Week (2026), Accenture Group AI Roundtable (2026), Product-Led Summit Las Vegas (2023)
- **Podcast:** Future of Commerce (2026)
- **Mentor:** Product Executive Accelerator, Girl Develop It, Hack4LA, Out in Tech

Skills

Guest data and CRM (CDP) · Email, SMS, and loyalty · POS and reservation integrations (Square, OpenTable) · Analytics and attribution · Agentic AI and MCP · Pricing and packaging

Education

B.A. Linguistics, UC Davis · Human-Computer Interaction for UX Design, MIT CSAIL (2020) · Certified Scrum Master, Scrum Alliance (2019)