

NICHOLAS SHERIFF

INSURANCE SALES CANDIDATE | QUANTITATIVE GROWTH | AI STRATEGY

Las Vegas, NV | nickjsheriff@gmail.com | Prepared to complete required insurance licensing

20+ YEARS | HUNDREDS OF APPS | MILLIONS OF DAILY ACTIVE USERS | TENS OF MILLIONS OF MONTHLY IMPRESSIONS
12+ APPLE FEATURES ACROSS 5+ CATEGORIES | \$300K ANGEL CAPITAL RAISED

PROFILE

Entrepreneurial data scientist, product designer and growth strategist with 20+ years of self-taught experience building companies, acquiring customers and turning complex information into clear decisions. Background spans insurance lead generation, consultative selling, SEO/ASO, AI systems, software development, client service and brand/IP risk. Seeking a long-term insurance sales career that pairs trusted human guidance with measurable, AI-supported growth.

EXPERIENCE

NEXT COMPUTER | Founder & Principal 2019-Present

- Lead digital product, quantitative growth, organic acquisition, AI and brand/IP strategy for enterprise and entrepreneurial clients.
- Translate customer, search, market and sentiment data into positioning, acquisition opportunities and clearer customer experiences.
- Build full-stack web and mobile products using JavaScript, HTML5, Swift, frontend/backend systems and AI-agent workflows.

BRAVE | VP of Growth / Client Engagement 2022 | 6 months

- Served as VP of Growth while Brave was a client, applying quantitative growth, organic acquisition, brand positioning and product strategy to a global privacy technology company.

INDEPENDENT MOBILE & DIGITAL VENTURES | Founder / Product & Growth Lead 2013-2019

- Shipped hundreds of apps; portfolio products reached millions of daily active users, tens of millions of monthly impressions and top free, paid and grossing App Store positions.
- Earned more than a dozen Apple features across five or more categories by systematically testing product, ASO, SEO, retention and organic distribution variables.
- Built a Flipagram-branded venture that approached \$800K in annual revenue and developed a repeatable, measurement-led mobile growth practice.

DIGITAL PUBLISHING, INSURANCE & EARLY VENTURES | Founder / Publisher Early 2000s-2013

- Built long-tail search properties that connected high-intent consumers with major insurance providers and generated CPC revenue from qualified traffic.
- Developed deep experience in domain acquisition, brand valuation, trademark risk mitigation and strategic sales of digital assets.
- Founded Gimado/Dorble, raised \$300K in angel capital and built an audio index of roughly 1.2 million files; Dorble was featured by [WIRED](#) in 2008.

VALUE TO AN INSURANCE TEAM

- Connect high-intent lead generation with clear, needs-based customer conversations and consistent follow-through.
- Turn complex policy language, risk and tradeoffs into understandable choices without overselling or hiding uncertainty.
- Use data, CRM discipline and AI responsibly to prioritize opportunities, identify patterns and improve service while preserving human judgment.

SELECTED CLIENTS & CAPABILITIES

SELECTED CLIENTS ACROSS CAREER Microsoft | Samsung | Brave | Michaels | Hallmark | Nike | LinkedIn | Facebook

COMMERCIAL & TECHNICAL Consultative selling | Insurance lead generation | Client strategy | SEO/ASO | Customer and sentiment analytics | Product strategy | Brand/IP risk | AI agents | JavaScript | HTML5 | Swift | Frontend/backend development