

Darren Allarde

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Product leader and three-time founder with 20 years in consumer apps and games, and a recent focus on youth. Co-founded Rocket Games and ran product as GM to an \$80M exit (Penn National Gaming). Product manager on FrontierVille at Zynga, then senior producer on FarmVille 2. Raised \$1.4M for two faith-tech startups since 2021. Now head of product at Lighthouse (lighthouseapp.so), a live AI app for Gen Z built by two people with AI agents.

EXPERIENCE

Good Quests Company

May 2026 – Present

Co-founder, CEO & Head of Product, Lighthouse

The company behind Lighthouse, a live LLM-powered app that helps Gen Z explore faith with friends. Becoming a nonprofit; hiring a full-time operator.

- Of users who reach the Daily Word, **58% return the next day, 42% at day 7, and 17% at day 30** (Sep 2026).
- Raised **\$115K from 70 investors** on Wefunder in two weeks.
- Lead product, partnerships, and fundraising; write the specs and plans with AI while my co-founder and CTO builds with AI agents.

Salt + Light

Nov 2021 – Present

Founder & CEO

Owns Seedling, Sheepdoggo, and the Salt + Light app. Winding down: Seedling is moving to a new operator, and the company will close.

- **Seedling**, a prayer platform for churches: **33 paying churches** (one new a week at peak) and **20,000+ prayers**.
- **Sheepdoggo**, a student ministry app built end to end with AI coding agents.
- **Salt + Light app**, a social app for small groups to connect and go deep together. Pivoted the company to Seedling in 2024.
- Own the P&L; raised **\$1.3M** from angels and partners; led a team of 7 full-time and 3 part-time.

Echo.Church

May 2018 – Feb 2021

Director of Innovation and Product (2018 – 2019), then Sunnyvale Campus Pastor (2019 – 2021)

A multi-site church of about 3,500 people in the South Bay.

- Founded **Echo Labs**, about **20 volunteer** engineers, designers, and product people building the church's own products.
- Built the church's own app, and a platform that matched people in need with people who could help.
- Led the Sunnyvale campus (**about 500 people a week**) as pastor, with about 10 volunteer directors and 100 volunteers.

Rocket Games

Dec 2013 – Dec 2017

Co-founder & General Manager

Mobile and social games studio; grew from 4 co-founders to 36 people; acquired by Penn National Gaming in 2016.

- **\$80M exit**: co-founded the studio and ran product and the games as GM through the acquisition.
- **Viva Slots**, our main game and the heart of the \$80M deal: up to **\$120K in revenue a day** at peak.
- Ran months of A/B tests to find the best first-session slot order; it lifted **D1 retention up to 5 to 10%** and raised payer conversion in every title.
- Bet the studio on Viva Slots over a title with more installs, because Viva monetized better.
- After the acquisition, led about 30 people, with department heads reporting to me.

Zynga

Mar 2011 – Dec 2013

Producer, Product Manager, then Senior Producer

Maker of FarmVille 2 (about 40 million monthly players in early 2013) and FrontierVille.

- Owned **Sprinklers** in FarmVille 2. When players kept watering by hand, shipped the one-click Sprinkler Box, and they switched.
- On FrontierVille, went from art producer to producer to product manager, owning features and their outcomes (analysis, specs, A/B tests). Then an unannounced title, then senior producer on FarmVille 2.

Earlier

2000 – 2010

Producer, ohai · Associate Producer, Gala-Net · Director of Community Relations, PlayHaven (acquired by Science Inc.) · Marketing Community Manager, PBworks · Business Analyst, Saba · QA Engineer, There.com (Makena Technologies)

SKILLS AND BOARDS

Product: product strategy, 0 to 1 and live products, consumer and mobile, games, youth and family, growth and monetization, A/B testing, retention, live ops, user research with teens and parents, Amplitude

AI: shipped a live LLM consumer app (Lighthouse); building with AI coding agents; specs, plans, and daily work on AI agents

Leadership: general management, P&L, founding and fundraising, partnerships, building and leading teams and volunteers

Boards: Advisory Board, Points of Light Oakland (2024 – present) · Advisory Council, Foster the City (2023 – present)