

# Brandon Green

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## Profile

Energetic and creative product leader with 8 years experience building end-to-end social, commerce and SaaS experiences. Extremely detail-oriented team player/coach with focus on data, context and user insights to drive iterative and strategic product development alongside tech, design, marketing & analytics functions.

## Experience

### **Abstract, San Francisco, CA (Remote) - Jul 2019-present**

#### Staff Product Manager

- Leading strategy, development, packaging & go-to-market effort for Abstract Notebooks, a new product expected to launch publicly in Q1 2021. Managing beta program with 15 participating teams.
- Shipped key platform improvements leading to 90% reduction in interface load times & significant reduction in Enterprise account churn between Sept 2019 and June 2020
- Implemented quarterly OKRs for product team & set 1-year vision and strategy for Abstract's core platform

### **Wayfair, Boston, MA/Berlin, Germany - Jul 2015-Jul 2019**

#### Lead Product Manager, Room Planner + Lists (Oct 2018-Jul 2019)

- Owned a suite of consumer planning tools which generated ~\$75 million in direct gross revenue in 2018. Managed 3 PMs and 3 cross-functional dev teams.
- Led strategy, development & go-to-market of new 3D Room Planner web product, launched March 2019; generated 30k unique visitors in first 2 weeks. Build 12-month roadmap & hired 2 supporting PMs to expand team scope, including taking over content supply of 3D product models.
- Tested & shipped new Lists redesign; contributed 11% increase in web Add-to-cart rate (223% on mobile) and enabled faster development of comparison features based on saved items.

#### Senior Product Manager, EU Supply Chain Systems & Delivery Experience (Aug 2017-Oct 2018)

- Led cross-functional technology efforts supporting the opening of first Wayfair warehouse in Germany; enabled next day deliveries to German customers for the first time and 40% average reduction in shipping costs.
- Led initiative to build nuanced, performance-based carrier assignment capabilities for UK and DE outbound deliveries, enabling a net cost savings of ~€225k annually and successful price competition in key categories
- Screened and hired 3 PMs as direct reports.

#### Product Manager/Sr. Product Manager, Supply Chain Intelligence (Jul 2015-Aug 2017)

- Led evangelism & integration of new ship cost estimates platform across pricing, reporting and storefront platforms, leading to a 50% decrease ship cost variance, improving price competitiveness and business confidence in forecasting COGS.
- Shipped in-house "containerization" platform, which enables more efficient packing of bulk purchases fulfilled from Wayfair distribution centers; drove ~15% reduction of US shipping costs.

### **CustomMade, Cambridge, MA - Apr 2012-Jun 2015**

#### Product Manager/Sr. Product Manager, CustomMade; Cambridge, MA – Apr 2012-May 2015

- Shipped company's first payments platform which allowed for customers to securely pay for custom items on the site instead of off-platform; responsible for over \$5M in GMV in first year.
- Led SEO overhaul effort; contributed to a 40% increase in traffic and improved new consumer experience
- Shipped "quick order" functionality, allowing instant purchases of customizable items; resulted in over 10k products eligible for instant purchase and \$1.16M in GMV in first year

### **Sonicbids Corporation, Boston MA - 2008-2012**

#### Product/QA Analyst (Nov 2010-Apr 2012)

- Led product development for phases 1b and 2 of Red Bull Soundstage program; oversaw incremental membership growth and 3x traffic growth during first 3 months.
- Single-handedly rebuilt company blog to promote better content organization and interactivity; saw a 66% increase in page views and 64% increase in unique visitors.

## Side Projects

### **Advisor, AudioDrops; Brooklyn, NY – Feb 2015-Sep 2015**

Location-based music discovery app. Defined user stories & workflows for MVP app; advised on branding strategy; aided in user research efforts. Launched in iOS app store in October 2016.

## Education

### **Northeastern University; Boston, MA – BS Music Technology; 2010**

Graduated summa cum laude (3.92 GPA)

## Skills & platforms

Lean/SCRUM/Kanban, HTML/CSS/JS/PHP/Python/.NET (working knowledge), Google Analytics, Zendesk, WordPress, Atlassian suite, Various email service providers, Photoshop, Figma, Sketch, Abstract

## Interests

Music production and composition, podcasting, writing, front-end web development, iOS apps, entrepreneurship, stand-up comedy, iPhone photography, coffee