

# Brian Parton

## Product Manager

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## Education

**Master of Science in Physics**

Clemson University, May 2013

**Bachelor of Science in Physics**

Emory University, May 2010

## Certifications

**PSPO I:** Professional Scrum Product Owner I, 2024

## Skills

- Product Lifecycle Management
- Agile, Scrum, & Kanban Methodologies
- Cross-functional Team Leadership
- AI-Driven Product Development
- User Experience and User-centric Design
- Data Analysis and Metrics Evaluation
- Roadmap Planning and Strategic Execution
- Tools: SQL, Jira, Figma, Hotjar, Lucidchart

## Professional Experience

### Key Accomplishments

- **4.9-Star Rated OTR Solutions Mobile App Rebuild:** Directed a comprehensive UI/UX redesign within the Kanban framework, collaborating with a newly onboarded engineer to enhance user satisfaction and invoice submission functionality. Achieved a 4.9-star rating from 1,200+ Apple Store reviews, driving a 30% increase in invoice submissions within three months.
- **New Revenue Generating Bulk Gift Card Platform:** Spearheaded a cross-departmental initiative to plan, develop, and beta launch a DIY incentive rewards platform supported by a 'Wizard of Oz' MVP. The successful beta validated market demand, resulting in a roadmap to automate bulk ordering and expand the GoTu Rewards bulk gift card offering.
- **Driving OTR Fuel Card Adoption with Discount Truckstop Locator:** Conceptualized the UI/UX of the Fuel Finder feature for the OTR Solutions Mobile App, enabling users to locate OTR Fuel Card discounted diesel truck stops. This tool drove a 15+% increase in card loads, usage, and gallons purchased within the first two months.

### Professional Roles

#### Product Manager

**Extu, Inc., Atlanta, GA** | April 2023 – April 2024

- Leveraged insights from Google Analytics to uncover onboarding challenges and innovatively utilized existing technology workflows to design a revamped registration UI/UX, increasing successful signups through referral links from 0% to 4%.
- Deployed AI-driven tools to enhance market research, streamline product documentation, and support product marketing efforts, resulting in up to a 90% reduction in time spent on routine product-related tasks.
- Introduced structured processes and improved workflows for Product and our touch points with Engineering, increasing visibility to the business, streamlining sprint ceremonies, and enhancing documentation standards.
- Designed the UI/UX of a workflow to enforce acceptance of updated terms of service, tracking acceptance timestamps for improved compliance, and following best practices to enable login only after acknowledgment of updated terms of service.

#### Product Manager

**OTR Solutions, Roswell, GA** | April 2018 – January 2023

- Managed the backlog for up to four teams of three engineers and one QA, ensuring alignment on product goals. Led high-impact cross-functional projects, fostering accountability, improving workflows, and consistently delivering quality results.
- Optimized deployment processes, increasing cadence from seven releases per quarter to seven per month as Release Manager, enhancing agility, operational predictability, and system reliability.
- Orchestrated the design and development of the Vendor Payable Board, which streamlined payment workflows, reduced management time by 90%+ at launch, and improved client retention and satisfaction.
- Implemented the end-to-end development of an Auto-Invoice feature, addressing a key pain point through ideation and design. Later spearheaded its modernization to a microservice architecture with user-centric enhancements.