

## Contact

burns.robby@hotmail.com

[www.linkedin.com/in/robert-burns-mba-ms-pmp-1a04531a9](https://www.linkedin.com/in/robert-burns-mba-ms-pmp-1a04531a9)  
(LinkedIn)

## Top Skills

Product Strategy

Presentations

Oral Communication

## Certifications

Project Management Professional  
(PMP)

Lean Six Sigma Black Belt (ICBB)  
Professional Scrum Master II

# Robert Burns MBA, MS, PMP

Product Management Leader | Entrepreneur | Data-Driven Strategist  
| Expert in Driving Digital Transformations & Business Growth  
United States

## Summary

As an experienced professional, I offer extensive expertise in overseeing diverse product portfolios and managing all aspects of the product lifecycle. Recognized for my entrepreneurial skills, I have a proven history of assembling high-performing teams, enhancing user experiences, and optimizing revenue streams.

My passion lies in catalyzing organizational change by steering multi-year digital transformations and integrating cutting-edge technologies. Furthermore, my ability to drive technical initiatives through agile software development enables excellence in any tech-driven environment.

My strengths lie in evaluating emerging technologies and utilizing data visualization methods to improve user comprehension.

My track record includes spearheading projects that have resulted in significant improvements in user experience, product adoption, and overall business growth. From overseeing high-performing teams to reducing production time by 40% through the application of IoT data collection systems and Agile methodologies, my contributions have been instrumental in driving business growth and success. Additionally, I have maximized brand visibility and product sales through effective digital advertising strategies and enabled the success of over 100 products through comprehensive user research and data analysis.

Building relationships is central to my approach, as I firmly believe in the power of collaboration and connection. Whether it's fostering strong partnerships with stakeholders, cultivating a supportive and cohesive team culture, or engaging with customers to understand their needs and preferences, I prioritize building genuine and enduring relationships at every level.

My approach is deeply rooted in data-driven methodologies, allowing me to make informed decisions that drive product success. Whether it's analyzing market trends, gathering user feedback, or refining product roadmaps, I am committed to delivering solutions that exceed expectations and make a meaningful impact.

With a diverse background spanning from agricultural entrepreneurship to software project management, I bring a unique blend of strategic vision, leadership acumen, and adaptability to every challenge I undertake.

Connect with me on LinkedIn or at Burns.Robby@Hotmail.com to learn more about my background and expertise, I'm always ready to make professional acquaintances.

---

## Experience

### HAPO Community Credit Union

#### Information Systems Project Manager III

November 2024 - Present (10 months)

As an IS Project Manager III at HAPO, I lead complex information systems projects from inception to completion. My role involves managing cross-functional teams, coordinating with stakeholders, and ensuring seamless integration of technology solutions. I excel in project planning, risk management, resource allocation, and quality assurance. I drive project success and achieve organizational goals by leveraging best practices and continuous improvement. My expertise includes overseeing the entire project lifecycle, from requirements gathering and design to implementation and support.

### Dutch Bros Coffee

3 years 4 months

#### Business Intelligence Project Manager

February 2023 - January 2025 (2 years)

In this role, a key aspect of my responsibilities involves managing the planning, execution, and delivery of BI projects in alignment with organizational goals and objectives. Moreover, I'm not just a manager; I'm the go-to person for our team members, stakeholders, and project partners, fostering a collaborative environment where ideas flourish and challenges are resolved together.

With Agile and Scrum methodologies as my trusty tools, I navigate through complexities with ease, guiding our team toward success one sprint at a time.

#### Key Accomplishments:

- ▶ Cultivated an environment of innovation and propelled advancements in artificial intelligence and machine learning through the formation of a specialized AI/ML team and effective leadership.
- ▶ Enhanced data accessibility and clarity by leading a pilot project of the Business Intelligence and data visualization tool, DOMO.
- ▶ Elevated overall project coordination, leading to better tracking of tasks and milestones by utilizing superior communication tools, like Slack and Miro, alongside advanced project management tools, such as Jira and Monday.

#### IT Project Manager

October 2021 - February 2023 (1 year 5 months)

During his period, I took charge of various projects, ranging from enhancing existing applications to upgrading systems and even spearheading the launch of new products. Collaborating with stakeholders and cross-functional teams, I played a central role in defining the project's scope, objectives, and deliverables. This collaborative effort set the stage for a captivating display of technological prowess as we navigated through the complexities of development, testing, and deployment.

#### Key Accomplishments:

- ▶ Led international, cross-functional teams in developing software for talent management, resulting in the identification of over 325 qualified individuals to support the company's expansion efforts across 150 new retail locations.
- ▶ Guaranteed the punctual and budget-conscious completion of projects by closely monitoring progress and maintaining adherence to quality benchmarks.
- ▶ Elevated product development and customer contentment by providing guidance to teams on utilizing user empathy tools, such as user stories, personas, and journeys, to cultivate a deeper comprehension of audience requirements and preferences

#### Burns Agriculture

Founder/Owner

January 2003 - January 2024 (21 years 1 month)

Pasco, Washington, United States

As the founder, I led all aspects of the company's operations, from strategic planning to day-to-day management, ensuring efficiency and effectiveness

at every turn. With a focus on continuous improvement, I implemented Lean methodologies to minimize risks and enhance productivity across the organization. Recognizing the significance of partnerships for sustained business growth, I fostered B2B relationships, focusing on mutually beneficial outcomes.

#### Key Accomplishments:

- ▶ Boosted per-acre yields by an impressive 35% by integrating IoT data collection systems into spraying applications.
- ▶ Slashed fuel consumption by 15% and eliminated unproductive time during fieldwork through the integration of cutting-edge tools.
- ▶ Advanced agricultural practices through ongoing improvement initiatives, conducting extensive research on emerging technologies, and developing detailed product roadmaps.
- ▶ Achieved a remarkable 120% expansion in the company's agricultural acreage by restructuring operational mechanisms and optimizing resource utilization.

### Paper Street Brewing Company

Founder/Owner

January 2013 - February 2023 (10 years 2 months)

Pasco, Washington, United States

Sold the company in 2023

During this time, I directed the company through a dynamic journey of growth and evolution. Recognizing the importance of adapting to changing market demands and evolving customer preferences, I spearheaded the development and launch of a diverse range of products. Beyond product development, I was steering all aspects of the business operations. From supply chain management to marketing strategies, financial planning to personnel oversight, I applied a comprehensive approach to leadership. Drawing upon my entrepreneurial vision and industry expertise, I navigated challenges and seized opportunities with agility and foresight. Throughout this period, I fostered a culture of excellence within the company, empowering employees to contribute their creativity and expertise to our shared goals.

#### Key Accomplishments:

- ▶ Slashed production time by 40% through the strategic application of IoT data collection systems and Agile methodologies.
- ▶ Amplified brand visibility and product sales by harnessing the power of Martech solutions to craft highly effective digital advertising strategies.

- Ensured the success of over 100 products through comprehensive user research, roadmap creation, rigorous A/B testing, meticulous launch management, and insightful data analysis.
- Attained 70% sales growth and 83% boost in customer satisfaction rates by revitalizing product development to align with evolving business needs and customer feedback.
- Pioneered the company's growth and prosperity by spearheading the initiation of the opening of three locations.
- Accomplished business growth initiatives within budgetary limits through budget analyses and cost-tracking measures.
- Capitalized on emerging sales channels and marketing opportunities through the development of e-commerce websites, with a keen focus on optimizing user experience (UX) and maximizing customer satisfaction.

---

## Education

### Boston University

Master of Business Administration - MBA

### University of Pittsburgh

Master's degree, Data Science · (2025)

### The University of Texas at Austin

Postgraduate Program, Data Science and Business Analytics

### Washington State University

Bachelor's degree, Marketing

### Western Governors University

Master of Science - MS, Information Technology Management