

# Brian Best

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## Product Manager | SaaS Innovator | Agile Expert

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*Y Combinator* Alum and PSM II-certified Product Manager with over a decade of experience transforming ideas into revenue-driving SaaS products. Known for **bridging tech, design, and business** to deliver measurable impact - from scaling concepts to platforms earning **\$1.2M ARR** to cutting operational costs by **50%+**. Skilled at leading **cross-functional teams**, leveraging data for **user-centric** innovation, and driving **agile excellence** that delights customers and accelerates ROI.

## Professional Experience

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Senior Product Manager	Musth	Toronto, Hybrid	2022 - 2024
<ul style="list-style-type: none"><li>• <b>Coordinated</b> engineering, marketing, and affiliate partners to send over <b>1M</b> emails weekly, boosting daily active users from <b>300K</b> to <b>420K</b> in six months.</li><li>• <b>Proposed</b> an automation overhaul to the CEO; <b>integrated</b> machine learning for personalized content, cutting email creation time from three employees a full workday to under 30 minutes.</li><li>• <b>Transitioned</b> engineering from a traditional LAMP stack to <b>React</b>, <b>Next.js</b>, and <b>MongoDB</b>, improving database responsiveness and enabling seamless scaling for new features.</li><li>• <b>Combined</b> user surveys with behavioral metrics to identify older demographic segments; introduced relevant ads, <b>increasing</b> quarterly revenue by <b>30%</b>.</li></ul>			
Software Engineer	Better.com	New York, Hybrid	2020 - 2022
<ul style="list-style-type: none"><li>• <b>Collaborated</b> with creative/legal to make the in-person mortgage process clearer online, boosting funnel completion rates. Maintained delivery speed and quality during a hiring boom from <b>~1K</b> to <b>11K</b> employees.</li><li>• <b>Proposed and built</b> an in-house modular email system, <b>reducing</b> campaign build time by <b>50%</b>, replacing costly ESPs and saving <b>hundreds of thousands</b> a year.</li><li>• <b>Prioritized</b> advanced segmentation and continuous <b>A/B testing</b>, raising <b>CTR</b> by <b>22%</b> and generating <b>\$3M</b> in added revenue over <b>12</b> months.</li><li>• <b>Used</b> progressive enhancement in emails, delighting users with interactive features and further increasing conversion, brand loyalty, and earning recognition on <i>Really Good Emails</i>.</li></ul>			
Co-Founder	BrandLoyal	Toronto, Hybrid	2014 - 2022
<ul style="list-style-type: none"><li>• <b>Scaled</b> a basic feedback tool into a marketing automation platform for <b>500+</b> businesses across <b>5</b> countries, <b>raising</b> subscription rates by <b>35%</b> over <b>18</b> months. Achieved <b>\$1.2M ARR</b> within three years and acceptance into <i>Y Combinator's</i> S18 Batch.</li><li>• <b>Led</b> sprint ceremonies, <b>pitched</b> to franchise owners, and secured <b>\$500K</b> in enterprise contracts annually.</li><li>• <b>Addressed</b> Google's rating policy shifts by pivoting from in-store to phone-based reviews, boosting positive ratings significantly.</li><li>• <b>Retained</b> user profiles for individualized campaigns, converting anecdotal feedback into <b>data-driven</b> automations and deeper customer insights.</li></ul>			
Software Engineer	Vroom	New York, Remote	2018 - 2020
<ul style="list-style-type: none"><li>• <b>Automated</b> <b>80%</b> of onboarding paperwork with sales/ops, <b>cutting</b> new-customer setup time by <b>30%</b>.</li><li>• <b>Advised</b> a company-wide email tool for <b>1,000+</b> employees, <b>reinforcing</b> brand consistency pre-IPO.</li><li>• <b>Tracked</b> user adoption metrics to refine internal tools and <b>reduce</b> bottlenecks.</li><li>• <b>Enhanced</b> dealership experiences by <b>simplifying</b> lead management, <b>reducing</b> admin overhead by <b>40%</b>.</li></ul>			