

BRIAN BEST

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Professional Summary

Y-Combinator Alum with over 10 years of experience in product management, software engineering, and strategic leadership in the tech industry. Proven expertise in full-stack development, automation, and scaling SaaS platforms, especially in the startup phase. Led teams ranging from small agile squads to departments of over 20 members. PSM II Certified, proficient in Agile and Scrum methodologies.

Work Experience

Senior Product Manager, *Musth*

2022 - 2024

- Directed development initiatives to enhance user financial literacy and trading efficiency.
- Led design and iterative development, integrating customer feedback and usability testing.
- Launched key features increasing platform **efficiency by 30%** and **retention by 25%**
- Increased daily active users from **300,000 to 420,000 within six months**.
- Adopted technologies like React and advanced data analytics tools, **enhancing product performance by 40%**, **reducing system latency by 50%**, and improving user satisfaction scores by 60%.

Co-Founder & Chief Operating Officer, *BrandLoyal*

2014 - 2022

- Led startup from concept to a leading SaaS platform with **\$1.2M annual revenue** - achieved without external funding or debt - while participating in **Y Combinator S18 Batch** along the way.
- Owned product roadmap; scaling and iterating from simple feedback tool to comprehensive solution for customer data collection and marketing automation.
- Expanded to **500+ businesses** across **13 countries**, increasing annual subscription rates by **35%**.
- Implemented data-driven customer success strategies, achieving a customer retention rate of **75% annually** and increasing customer satisfaction ratings by **30%**.

Software Engineer, *Better*

2020 - 2022

- Developed and optimized software infrastructure to support automated marketing campaigns.
- Designed and executed a modular email templating system for dynamic content insertion.
- Boosted **campaign engagement rates by 50%**, **increased conversion rates by 35%**, and achieved a **95% deliverability rate**.

Software Engineer, *Vroom*

2018 - 2020

- Led development of automated marketing and customer interaction systems leading up to their IPO.
- Implemented email systems with modular templates and advanced segmentation using SendGrid API.
- Achieved a **45% increase in customer engagement** through email marketing and improved email **campaign conversion rates by 40%**.

Co-Founder, *Flow*

2014 - 2016

- Founded a digital studio specializing in crafting engaging digital experiences for SMBs.
- Coded and marketed a website that attracted **250,000 unique visitors within 24 hours** of launch.
- Led social media campaigns resulting in **50,000+ reach** and **40,000+ engagement per post**, and grew Facebook followers to **7,500+ in three months**.
- Created social media ads that performed **7x better** than industry average for click-through rates.

Education & Certifications

Professional Scrum Master (PSM II) Certification, <i>Scrum.org</i>	2024
Bachelor's Degree in Business, <i>York University</i>	2014
<ul style="list-style-type: none">• Director of Clubs and Resources, <i>New College Council</i>• Director of Social, <i>York University Seawolves</i>• Don of Leadership & Learning Opportunities, <i>Vanier College</i>	

Skills

Product Management

- **Product Strategy & Roadmapping:** Expert in developing product roadmaps, and defining team goals/success metrics that align with company mission and strategy.
- **Lifecycle Management:** Expertise from ideation to launch, growth, and maintenance of products.
- **Agile Methodologies:** Proficient in Scrum, sprint planning, and iterative development.
- **Cross-Functional Collaboration:** Partnered with Design, Engineering, Marketing, Legal, and Operations teams.
- **Stakeholder Management:** Strong communication skills, adapting messaging for diverse audiences.

Technical Skills

- **Programming Languages:** JavaScript, Python, HTML5, CSS3.
- **Frameworks & Libraries:** React, Node.js.
- **Databases:** SQL, MySQL, SQL Server.
- **API Development:** Proficient in RESTful APIs.
- **Version Control:** Git and GitHub for efficient collaboration.

Data Analysis & Tools

- **Data Analysis with SQL:** Querying data, building dashboards, measuring KPIs.
- **Analytics Tools:** Experienced with Mixpanel, Amplitude, Google Analytics.
- **Project Management:** Proficient in Linear, Jira, Asana, Trello for tracking and task management.
- **Prototyping & Design:** Skilled in Figma and Sketch for UI/UX collaboration.

User Experience & Design:

- **User Research & Testing:** Integrating feedback into product cycles.
- **UX/UI Design:** Creating intuitive and accessible interfaces.

Compliance & Regulations

- **Legal Compliance:** Expertise in CAN-SPAM, CASL, GDPR, ADA Compliance

Additional Experience

Code2College Instructor – Volunteer instructor teaching code to underrepresented youth

Leadership & Mentorship – Mentored 12 team members, with 3 founding their own companies.