

# BRIAN SINCLAIR

## Product Manager

(using data science's superpowers)

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## SUMMARY

Data driven Product Manager with 6+ years of practical experience in product development, data science, and software engineering. From new product launches at startups, to products launched that serve over a million daily active users, I've become adept at reducing communication complexity and increasing clarity while acting as the interface between cross-functional engineering, sales, and marketing teams. I'm on a mission to build features and products users love, whose data is integral in shaping and realising a grand vision.

## EXPERIENCES

trivago N.V.

Oct 2016 – Present

### Product Manager (Search) – Düsseldorf, Germany

Lead Product Manager responsible for the vision, roadmap, and setting up metrics to empower two cross functional teams in building microservices for ecommerce search. Sharpened an ability to dive deep into large amounts of data to form new insights and innovative ideas. From statistical modelling and machine learning, to information retrieval and natural language processing, I became truly inspired when guiding the team to optimize processes and deliver scalable cloud APIs to serve 1M+ daily active users.

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Product strategy • Agile methodologies • A/B testing • Financial estimates • Hiring  
Information retrieval • NLP • ML • Cloud microservices • Big data analysis and modelling

North

(Thalmic Labs)

Sept 2014 – Feb 2016

### Data Scientist – Kitchener, Canada

Established strong practices in lean product development, leadership, and data science during the launch of a new wearable, leveraging Machine Learning and signal processing. Responsible for: data collection, analysis and pipelines, feature engineering, and model evaluation and development. Acted as Project Manager between software, firmware, hardware, and ML teams especially during the intensity leading up to product launch.

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R&D • Timeseries ML • Signal Processing • Software Engineering • Project management

Kiwi Wearable  
Technologies

July – Nov 2014

### Machine Learning Contractor – Toronto, Canada

Performed feature engineering, model development and evaluation for smartwatches. Delivered models and evaluation methods in Python, and summarized results and conclusions in a technical paper.

Deloitte

May – Aug 2013

### Business Technology Analyst – Vancouver, Canada

Consultant responsible for the development roadmap, business and technical requirements, and cost estimation and vendor scoring models to be used in the selection of a multi-faceted ten-year technical revitalisation. Became highly detail oriented through the creation and presenting of client deliverables.

## SKILLS & TOOLS

Skills

Product strategy • Stakeholder management • Agile methodologies • Competitive analysis  
Requirements gathering and User storyboarding • Financial forecasts  
Software development • Machine Learning • Clustering • Statistics • Data analysis

Tools

Jira • Asana • Lucidchart • Miro • Balsamiq • Hive • Impala • Python • Pandas • Git • SQL •  
GCP • AWS

## EDUCATION

University of Waterloo 2009 – 2014	<b>B.ASc. Honours Systems Design Engineering – Waterloo, Canada</b> Centering on finding holistic, interdisciplinary approaches to solving complex problems with a focus towards product development, and software design.
Roman Pichler	<b>Certified Scrum Product Owner (CSPO) – London, UK</b>
Coursera	<b>Neural Networks for Machine Learning – Online</b>

## PROJECTS

Machine Learning Project Jan – April 2014	<b>NCAA March Madness Tournament Prediction</b> A feedforward neural network trained using back-propagation used to simulate and predict the results of the NCAA basketball tournament. Implemented in Python, the network predicted all match-ups, and estimated probabilities of each outcome.
Optimization Project Jan – April 2014	<b>Betting Strategies for NCAA March Madness Brackets</b> Probabilistic optimization was used to maximize return on investment for betting by means of probabilities derived in the above model. This was accomplished by extending methods from Mean-Variance Modern Portfolio Theory, and Dynamic Programming.
Divie Jan – April 2013	<b>Lead Back-End Developer and Project Manager</b> A team design project in creating a web application for optimizing fair and equitable division of assets in the event of post-mortem estate division. Responsible for PostgreSQL database development, query optimizations, and project management.
UW Bike Centre Jan 2013 – Jan 2015	<b>Bike Mechanic</b> Volunteer work to do what I enjoy; fixing bikes and giving advice to those that need it.

## OTHER EXPERIENCES

Morgan Solar Sept – Dec 2012	<b>R&amp;D Engineering Intern – Toronto, Canada</b>
Achievers May – Aug 2011	<b>Software Developer – Toronto, Canada</b>
OpenText Sept – Dec 2010	<b>Technical Writer – Waterloo, Canada</b>
General Dynamics Jan – April 2010	<b>Systems Design Engineer – Ottawa, Canada</b>

## INTERESTS

Personal	Foodie, Climber, Cyclist, Hiker, and Strategy Board Gamer, Coffee Enthusiast Data science applications, Alternative energy sources, Bicycle project builds
Languages	English, Français (intermediate), Deutsch (intermediate)