

Brandon R Hayes

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Canmore, Alberta, Canada (Open to Relocation)



OVERVIEW

Strategic product leader with **8+ years building, launching, and scaling AI/ML-enabled products** from **zero-to-one into multi-million-dollar successes**. Proven record in high-scale SaaS, marketplace platforms, and product-led growth; driving **\$2M+ in new revenue** (\$600K+ ARR), **1,000%+ adoption growth in under 6 months**, and delivering **multi-tenant B2B architectures**. Passionate about solving wicked, high-ambiguity problems, obsessing over customers, and inspiring teams to build category-defining products in fast-moving, YC-style environments. Fun fact: I once **summited Mount Kilimanjaro** as a publicity stunt—yes, it helped close deals.

EXPERIENCE

Cut+Dry (cutanddry.com), formerly Codify AI ([Codify.ai](https://www.codify.ai)) — San Francisco, CA (Remote)

Lead Product Manager (NOV 2023 - AUG 2025)

- **Generated \$2M+ new SaaS and transactional revenue** and \$600K+ ARR by owning the full product lifecycle of the company's first non-SaaS B2B transactional platform, from **MVP to scalable architecture**.
- **Scaled manufacturer adoption from 0 to 1,000+ in 6 months** (100%+ MoM MAU growth, 28% activation) by delivering platform-wide initiatives and **multi-tenant onboarding flows**.
- **Launched reward program**, driving 700+ signups (85%+ TAM) and 1.2M+ reward-eligible transactions on 7B+ GMV, validating **product-market fit** in saturated market and securing a **Series B revenue narrative**.
- **Developed and tested in-house AI-powered ad program**, then led **Instacart Carrot Ad Network integration** from concept to GA launch, securing national PR coverage.
- **Established core platform revenue mechanics** with a 3-week, 7-product pilot generating +55% YoY distributor revenue with an "impossible" \$36.3 brand CAC— proving **ledger-based revenue rails**.
- **Accelerated manufacturer growth +137% while reducing operational costs by +72%** via self-serve manufacturer portal creation and AI-prompt engineering, data-driven automation.
- **Led cross-functional pods** (eng, design, data, sales, ops) of **7+** to ship **125 features in 30 days**, fostering high-velocity, metrics-driven delivery culture **bridging tech, people, and business** impact.

Sr. Product Manager (JUN 2022 - NOV 2023)

- **Spearheaded LLM and GPT product development**, orchestrating continuous releases and integrations.
- **Maintained 99.99% uptime** and zero Code Red incidents with no formal QA by enforcing code scalability, system reliability, and **design/UX consistency** with clear ownership and accountability.
- **Validated product-market fit via thousands of user interviews, prototype tests, and growth experiments**, directly influencing UI/UX designs, product strategy, and roadmap prioritization.
- **Regularly selected to represent the company at the IFMA President's Conference**, pitching to 300+ global food manufacturer CEOs and SVPs and securing 10+ enterprise leads.
- Launched "Find a Distributor" for [Conagra Foodservice](https://www.conagrafoodservice.com), driving **first measurable operator conversion**.

Product Manager (OCT 2021 - JUN 2022)

- **Translated founder vision into actionable roadmap strategies**, emphasizing lean MVP development, backlog prioritization, and measurable OKRs/KPIs.
- **Achieved 10x growth in active drivers** by redesigning the Track+ Driver app with a focus on seamless UX on iOS and Android.
- **Built product mocks and deals contributing to Series A closure**, demonstrating strategic influence and business impact, leading to significant promotion.

Business Operations & Strategy Analyst (JUL 2021 - OCT 2021)

- **Increased engineering transparency and cross-functional efficiency** by streamlining teams in Scrum and sprint management in Jira.
- **Implemented data instrumentation** (Mixpanel, Snowflake and Apache Superset) to track DAUs/MAUs, funnel drop-offs, and cohort retention; used to drive insights of **+133%** uplift in track+ adoption.

Wayfair ([wayfair.com](https://www.wayfair.com)) — Boston, MA

Data Engineer (JAN 2020 - APR 2020) (COVID - Returned to School, Canada)

- **Boosted overall product conversion by 1.2%** by uncovering a critical pricing bug through an A/B test.
- **Automated Python + SQL data pipelines** for Tableau self-service analytics, reducing manual requests.
- Built reusable visualization templates to accelerate **experimentation velocity** and inform roadmap.

Other Past Roles: Process Engineer (GHD), Supply Chain Engineer (PepsiCo), Junior Engineer (Electrical Contacts Limited), General Mill Hand (P&H Milling Group), Plant Engineer (Mondelez International), Engineering Support, Jr. Financial Analyst (Bruce Power)

EDUCATION

Bachelor of Applied Science, Management Engineering (Entrepreneurship Minor), with Distinction,
University of Waterloo | Waterloo, ON | 2021

SKILLS, TOOLS, & TECHNICAL EXPERTISE

Product Leadership: Roadmap strategy | MVP to GA launches | product-market fit validation | backlog/OKR alignment | enterprise SaaS | marketplace growth | A/B testing | retention/activation optimization | cohort analysis | GTM strategy.

AI/ML & Data: GPT/LLM integration | prompt engineering | OpenAI GPT-5 | Anthropic Claude | product data analytics | Python | SQL | APIs | Snowflake | Mixpanel | Tableau | System design & scalability

Leadership / Communication: High-outcome team culture | Founder & executive stakeholder management | Product evangelism | Cross-functional collaboration | Remote-first communication | Hiring & mentorship

Design / Collaboration Tools: UI/UX/HCI | Figma | Loveable | Jira | Confluence | Notion | Google Workspace | Microsoft Office 365 | Slack | Loom