BRENT DAVIS

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🛠️ SKILLS

- **Building:** 1 founder exit, two misses
- **Data:** long retired data scientist (SQL, Python, R)
- **Growth Product:** user incentive alignment

🦉 ONGOING FUN

- **Board Member** @ Warm & Fuzzy (Creative)
- **Advisor** @ Loop (Health AI)
- **LP** @ Framework Ventures (DeFi, Gaming)

BETWISE — FOUNDER, CEO — 2022 - PRESENT

- Bootstrapped to **build Sports Data Marketplace**: singular trusted platform where sports creators (sellers) could **manage betting data and analytics**, use their **audited performance** to **automate marketing assets** and **acquire bettors** (subscribers), and **manage content delivery** and **community** for **Discord**, **Telegram**, **email** and **SMS**
- Marketplace achieved **100 sellers**, **3,000 subscribers** and **$25k/mo Gross Subscription Value** (GSV) with only product-led growth
- Pivoted to **free-to-play sports games to collaborate and challenge friends** before ran out of capital

WAVE.TV — SVP, PRODUCT — 2020 - 2022

- From inception to delivery, PM'd **Gym Heroes Fitness App** earning **2 million monthly active users (MAU) with $0 CAC**
- **Drove 15% lower production costs** building on top of open source Content Management System (CMS) - applied NLP, computer vision to automate metadata tagging, import insights into CMS
- Set up **modern data stack** (Fivetran, dbt, Snowflake) to improve analytics and brand team cycles
- Convinced C-Suite to use **consumer demand validation model** (landing pages) to **inform brand prioritization and investment strategy**

BILLBOARD / VARIETY / MRC — VP, PRODUCT — 2018 - 2020

- Worked directly with CEO to **build enterprise data products + consumer data products (charts)** by **democratizing streaming data** that Netflix and other walled gardens use to value content
- Built **streaming content valuation algorithms for SVOD, AVOD, theatrical and linear TV**
- Hired advisors from Apple, Netflix, Amazon and Hulu, then hired data scientists to Led consumer Film & TV charts (paused for COVID, now available on variety.com); launched first Billboard *Global* Charts to help sales team open AMEA market for direct sales

SNAP — MARKETING SCIENCES GROUP LEAD / DATA PRODUCTS — 2014 - 2018

- First 15 business hire who spent three months convincing Evan to share data for first time
- Founded teams: **Marketing Sciences, Data Products, Research & Insights, Creative Best Practices**, and directly and indirectly hired 50+ FTE across functions
- My team built **15+ advertising data products** that **drove $50m+** [2016 brand survey] and **11 patents**
- Led **8 figure Placed acquisition** that drove **$XXm incremental revenue** from improved ad targeting

REEL INTEL — CO-FOUNDER, COO — 2013 - 2014

- **Partnered with Southern Theatres** (theatrical exhibitor chain) as data provider and customer
- Co-wrote genetic algorithm in R that **increased exhibitor revenue for by 2%**
- **Designed in-market natural experiment** that validated algorithm's performance
- Ultimately **shut down** due to operational challenges

NIELSEN — RESEARCH MANAGER -> DIRECTOR — 2010 - 2014

- As on-site consultant at Google HQ, sold **$10m in research and data products (3x YoY)**
- **Appended Google's digital data to Nielsen's legacy audience measurement** and brand effectiveness data products (Google Display Network, Google Search, YouTube)
- **Co-founded Nielsen Innovation Lab** to incubate startups and gain access to strategic data
- Pivoted Nielsen to Multi Touch Attribution business (**$3m ARR** in **first 12 months**)