

Brian Roepke

Data Science & Analytics Leader

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As an accomplished leader with a strong background in product management and a passion for human-centered design and data science, I am excited to explore opportunities to lead and manage cross-functional data teams. With a track record of delivering high-value solutions, I have successfully led teams of data scientists, analysts, and data engineers to transform organizations into data-driven entities. Most recently, as the Director of Analytics & Insights at Autodesk, I spearheaded the standardization of a modern data stack, resulting in significant cost savings, and delivered innovative machine learning solutions and voice-of-customer solutions. My expertise in product management, coupled with my dedication to data science and human-centered design, makes me confident in my ability to help organizations leverage their data to make informed decisions and achieve their business objectives.

Experience

2021– **Director, Analytics & Insights, Autodesk, Inc.**, San Francisco, CA

Present Formed a new Data Science, Analytics, and Data Engineering practice from scratch, enabling data-driven decision-making across the company's cloud platform.

- Led the transformation to a more data-driven organization through the operationalizing of KPIs and metrics for the Office of the CTO
- Built a FinOps practice to monitor and optimize AWS spend across the entire organization resulting in great than 10% annual reduction in spend with greater accuracy in forecasting
- Delivered multiple machine learning solutions resulting in a 5% reduction in overall platform traffic by identifying and eliminating erroneous API calls
- Delivered an innovative voice-of-customer solution with Natural Language Processing (NLP) on tens of thousands of customer support tickets helping Product Managers inform roadmaps and product decisions
- Drove the standardization of a modern data stack based on Snowflake, Airflow, DBT, Fivetran, and Looker for billions of records across 35 web services

2016–2021 **Sr. Director, Head of Product, Autodesk**, San Francisco

Led the creation of a multi-year strategy and roadmap for the cloud platform, including reusable capabilities, a differentiated data strategy, and a developer ecosystem

- Raised customer trust in the platform by launching a SaaS Excellence program used by 4,000+ developers while scaling platform utilization 10x over 36 months
- Grew developer ecosystem 300% over 36 months across second-and-third parties
- Transformed execution and operations, bringing a customer-centered "Platform as a Product" approach leveraging Scaled Agile and growing a Product organization of 120 Product Managers, Designers, Researchers, Developer Advocates, and Data Analysts

- 2012–2016 **Sr. Director, Product Lifecycle Mgmt**, *Autodesk*, San Francisco
 Leader of product organization launching disruptive SaaS Product Lifecycle Management applications
- Lead a team of 250 people through agile transformation, improving customer-centricity, and overall velocity
 - Grew from 0 to 10,000+ enterprise users with 98% retention rates in 36 months
 - Led five acquisitions across Product Lifecycle Management (2x), Semantic Search, Internet of Things, and Configure To Order
- 2001–2012 **Product Management Leader**, *Autodesk*, Portland, OR
 Grew a product line from zero to \$50M with 500K users globally. Led the development of Go-to-Market strategies for Data Management applications in the Manufacturing space driving high growth in multiple strategic regions. Grew revenue 150%+ Y/Y. Grew channel partners selling the product line by 500%
- 1999–2001 **Founder and CEO**, *truEInnovations, Inc.*, Eagan, MN
 Founded a startup developing data/document management solutions for manufacturers–The GitHub for Mechanical Engineers. Acquired by Autodesk in December of 2002. Our product later became one of the most widely adopted products by Autodesk Customers

Skills

Coding	Python, SQL, R	Artificial Intelligence	Machine Learning, Natural Language Processing, Deep Learning
BI/DE	Looker, Perfect, Airflow, Prefect.io, dbt, Snowflake, AWS	Methods	Product Management, Agile/SCRUM, UX, Research

Education

- 2020–2021 **BSc Data Analytics**, *Golden Gate University*, San Francisco, CA, *4.0*
 Summa Cum Laude

Certifications

- Certified Facilitator of Human-Centered Design from the LUMA Institute
- Digital Product Management from Boston University
- Data Science MicroMasters from UC San Diego
- Agile Project Management from University System of Maryland
- Measuring and Managing Reliability from Google Cloud