Brian Roepke

Data Science & Analytics Leader

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I lead an Analytics & Insights team for a large cloud platform. We are a group of passionate Data Scientists and Analysts that enable data-driven decision-making through insights that optimize the platform's business, product, and cost.

I am a certified practitioner of Human-Centered Design and love utilizing its methods and techniques to bring out the best in people and build the most innovative, inclusive solutions. I have a long history in Product Management that I leverage to deliver everything I do, from ML pipelines to Dashboards as products. I focus on delivering high value, great user experience, and the right outcomes. I'm passionate about diversity and inclusion and a curious, lifelong learner.

Experience

2021 — **Director, Analytics & Insights**, *Autodesk, Inc.*, San Francisco, CA
Formed a new Data Science and Analytics practice from scratch enabling data-driven decision making across the company's cloud platform.

- Built ELT data pipelines for the company's API traffic handling 100's of billions of calls and tens of terabyes of data.
- Led the creation of new analytics tools for the instrumentation and onboarding of web services to the analytics stack.
- Drove multiple cost savings initiatives around the utilization of public cloud resources identifiying millions of dollars in opportunity.

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.
- Led the creation of data services that currently manage 90% of Autodesk data.
- Transformed execution and operations, bringing a customer-centered "Platform as a Product" approach leveraging Scaled Agile and growing a Product organization of over 100 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.

- Grew from 0 to 10,000+ Enterprise Users with 98% retention rates in 36 months.
- Grew Customer Accounts by 125% in 12 months via targeted Strategic Alliances.
- Led product strategy for five acquisitions across PLM, IoT, and CTO.
- Lead a team of 250 people through agile transformation improvind customer-centricity.

2001–2012 **Product Management Leader**, *Autodesk, Inc.*, 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 byAutodesk in December of 2002. Our product later became one of the most widely adopted products by Autodesk Customers.

Skills

	Level	Skill	Years	Comment
Programming:	■■■■□	Python	5	*Goto language for Data Science.*
	■■■■□	SQL	10	*Extensive experience working with SQL including Schema design.*
	■■■□□	R	2	*Experienced with R with multiple analysis projects completed including work with NLP libraries.*
Artificial Intelligence:	■■■■□	ML	3	*Experience building regression and classification models*
	■■■□□	NLP	3	*Experience with NLP techniques such as TF-IDF, Topic Modeling, and Sentiment Analysis.*
Methods:	■■■■■	PM	20	*Deep experience in Product Management and leading PM teams.*
	■■■■■	Agile	12	*Extensive experiecne in Agile methodologies.*
	■■■■□	UX	10	*Certfied Facilitator in HCD and Design Thinking.*

Education

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

1995–1996 **AA Machine Tool Processes**, *Saint Paul College*, St. Paul, MN, *4.0*

Certifications

- Certified Facilitator of Human-Centered Design from 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