

# 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 who enable data-driven decision-making through insights that optimize the platform's business, product, and cost. I leverage an extensive background in Product Management to deliver everything I do, from Data Sets to ML pipelines to Dashboards as products. 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 focus on delivering high value, great user experience, and the right outcomes.

### Experience

- 2021– Present **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.
  - Led the transformation to a data-driven organization through the operationalizing of KPIs and metrics for the Office of the CTO
  - 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
  - Spearheaded multiple initiatives to optimize the utilization of AWS resources resulting in multiple millions of dollars in savings
- 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