

# 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 have an extensive background in Product Management that I leverage 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
  - 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

	Level	Skill	Years	Comment
Coding		Python	5	<i>My default for Data Science and generalized programming</i>
		SQL	5	<i>Experience working with SQL including Schema design</i>
		R	2	<i>Utilized R on multiple projects including EDA, ML, and NLP</i>
A.I.		ML	3	<i>Experience with both supervised and unsupervised methods</i>
		NLP	3	<i>NLP techniques such as Topic Modeling, and Sentiment Analysis</i>
BI		Looker	3	<i>Extensive development of enterprise dashboards utilizing LookML</i>
		PowerBI, Tableau	1	<i>Development of team dashboards</i>
Methods:		PM	20	<i>Extensive experience in Product Management and leading PM teams</i>
		Agile	12	<i>Depth in Agile practices including team transformation</i>
		UX	10	<i>Certified Facilitator in Human Centered Design and Design Thinking</i>
<div>  basic knowledge            extensive project experience         </div> <div>  intermediate knowledge with some project experience            deepened expert knowledge         </div> <div>  expert / specialist         </div>				

## 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