

# 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.

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## Experience

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

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

- Delivered ELT data pipelines for the company's API traffic handling 100's of billions of calls and tens of terabytes 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 identifying 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 improving customer-centricity.

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
Programming:	■■■■■	Python	5	<i>My Goto language for Data Science and generalized programming</i>
	■■■■■	SQL	10	<i>Extensive experience working with SQL including Schema design</i>
	■■■■■	R	2	<i>Utilized R on multiple projects including work with NLP libraries</i>
Artificial Intelligence:	■■■■■	ML	3	<i>Regression and classification models with both supervised and unsupervised methods.</i>
	■■■■■	NLP	3	<i>NLP techniques such as TF-IDF, Topic Modeling, and Sentiment Analysis</i>
Methods:	■■■■■	PM	20	<i>Deep 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>

## 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