

# Brian Roepke

## *Data Science & Analytics Leader*

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As an accomplished leader with an extensive data science, analytics, and product management background, I am excited to explore opportunities to lead and manage cross-functional data teams. With a 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 performance improvements and user satisfaction. I've delivered multiple innovative machine-learning production solutions, including an MLOps platform. My expertise in product management and dedication to human-centered design help set me apart from others in my field, given my track record of building products and businesses.

### 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 spending 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, Preset, Airflow, Prefect, io, dbt, Snowflake, AWS	Methods	Product Management, Agile/SCRUM, Design Thinking, 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