

# BRYCE BLACKWELL

Bryceblackwell21@gmail.com • (214) 415-5433 • LinkedIn.com/in/bryceblackwell

## EDUCATION

---

<b>The University of Texas at Austin</b> GPA: 3.7	BA, College of Liberal Arts: Plan II Honors BBA, McCombs School of Business: Science & Technology Management Tracks: Finance, Aerospace Engineering Minor: Entrepreneurship	Dec. 2021
--	--	-----------

## WORK EXPERIENCE

---

<b>Salesforce</b> (via Phennecs acquisition May '22) – <i>Product Manager</i> ; New York, NY	Jan. 2022 – Present
--	---------------------

- Led product vision and development strategy, including multi-year initiatives to rearchitect performance by 10x, expand into overseas markets, achieve HIPPA compliance, and deliver new AI features, generating \$32M in new ACV
- Implemented Gantt dashboard to incorporate Agile, manage KPIs, and track project progress, increasing developer velocity by 65%
- Regularly presented at Dreamforce, enterprise CISO roundtables, and global World Tour events to grow product exposure
- Proposed two partnership initiatives with independent SaaS startups based on cybersecurity market analysis, securing EVP approval

<b>Newchip Accelerator</b> – <i>Product Manager</i> ; Austin, TX	Apr. 2021 – Dec. 2021
--	-----------------------

- Centralized CRM tech stack to remove information silos, optimize data hygiene and expedite inflow of 90,000+ leads
- Engaged network of 2,000+ global, early-stage investors through curated deal flow that matched their investment thesis
- Facilitated investment by creating due diligence reports, investment memos, and marketing materials for accelerator participants

<b>Masten Space Systems</b> – <i>Business Development</i> ; Mojave, CA	Aug. 2020 – Dec. 2020
--	-----------------------

- Sourced, organized, and wrote multi-million-dollar lunar landing solicitations for NASA SBIRs, REDDI, and AFWERX
- Established scrum management of 3,000+ technical requirements for NASA Commercial Lunar Payload Services mission

<b>Double A Labs</b> – <i>Business Development</i> ; Austin, TX	Oct. 2019 – Jan. 2020
---	-----------------------

- Leveraged AR/VR, projection mapping, and spatial computing to design immersive marketing events for 1,000+ clients
- Enhanced sales cycle by creating one-sheet proposals and comprehensive slide proposals to support C-suite

<b>Shiftsmart</b> – <i>Product Success</i> ; Dallas, TX	May 2018 – Sept. 2018
---	-----------------------

- Increased customer signups by 400% over four-month period by procuring international workers via low-cost channels
- Identified trends in customer demographics using in-house analytics to inform product strategy and long-term vision

## LEADERSHIP AND RESEARCH

---

<b>Texas Rocket Engineering Lab</b> – <i>Director of Business Operations</i>	Feb. 2019 – Mar. 2021
--	-----------------------

- Led 250-member research lab with jurisdiction over \$1M budget, project management, marketing, and social impact
- Raised \$510K+ from executives at NASA, AWS, Blue Origin, and private donors through tailored sponsorship proposals

<b>Plan II Honors Thesis</b> – <i>Competitive Strategy in Software</i>	Jan. 2021 – Dec. 2021
--	-----------------------

- Composed thesis researching how software startups can create sustainable competitive advantage against tech incumbents
- Research, analyze, and synthesize case studies across technology, finance, transportation, & media industries

<b>Brumley Next Generation Scholar</b> – <i>Robert Strauss Center for International Security &amp; Law</i>	Jan. 2020 – Dec. 2020
--	-----------------------

- Consult with thought leaders on the economic, legal, and political complexities of private enterprises in space
- Write critical analysis op-ed of NASA Artemis Accords and international resource utilization of celestial bodies

## ACTIVE POSITIONS

---

- **Arctype Ventures:** Advise product and operations strategy at Austin-based Venture Studio, led by Josh Alexander – *Advisor*
- **Waystone Capital:** Manage \$200k AUM angel fund with four investments in cyber, fintech, and SaaS – *Founding Member*
- **Bay Area for McCombs:** Education initiative for students to learn about tech and VC – *Junior Board Member*

## ADDITIONAL INFORMATION

---

**Skills:** Salesforce Administration, MS Office, Financial Modeling, Fundraising, Data Analytics, Conversant in Python, Java, SQL  
**Interests:** Golf, Rowing, Kiteboarding, Mountain-biking, Emerging Technologies, Space Exploration, 3D Printing