

# ERIC BROUSSEAU

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## SUMMARY

Principal Product Manager specializing in the discovery and delivery of new AI/ML and data-driven product capabilities. 20+ years of experience building zero-to-one platforms and founding Product & Engineering teams. Owned product vision, strategy, and roadmaps in ambiguous, high-stakes problem spaces. Leverages customer insights, analytics, and experimentation to uncover real user needs, evaluate trade-offs, and turn learnings into intuitive, high-impact features. Known for strong product judgment, clear communication, and hands-on collaboration with engineering, design, and data science to identify the right product bets and deliver solutions that create customer value while supporting business goals.

## SKILLS

**AI / ML & Data Platforms:** Generative AI, LLMs, RAG, Agentic AI, MLOps, Feature Engineering, Model Evaluation, AI Product Management and Platform Enablement

**Product Leadership:** Product Vision & Strategy, Platform Roadmaps, Customer Discovery, Backlog Prioritization, Outcome-Based Product Metrics, OKRs, Stakeholder Alignment

**Data & Analytics:** Digital Analytics, Experimentation, A/B Testing, Real-Time Analytics, Personalization, Customer Segmentation, Time-series Analysis

**Technology:** Cloud-Native (AWS), Kubernetes, Docker, REST & GraphQL APIs, Node.js, React, CI/CD (GitHub, Jenkins)

**Domains:** B2B SaaS Platforms, B2C Digital Experiences, Product Telemetry, Observability, Identity & Access Management (IAM), OTT & CTV Video Platforms

## EXPERIENCE

### Director of Product Management | Dell Technologies | Aug 2023 – Sep 2025

- Defined unified product vision and roadmap to integrate Moogsoft into Dell CloudIQ, aligning cross-platform analytics and customer workflows to support 20,000+ B2B customers.
- Implemented a unified analytics stack (Pendo, Google Analytics, Google Tag Manager) to standardize adoption and outcome measurement, improving visibility into platform usage.
- Built Python-based unsupervised customer segmentation models to identify explainable behavioral clusters and transition patterns, enabling targeted PLG motions.
- Launched Insights and Engagement initiative to surface AI-driven analysis into customer workflows, increasing actionable insights available to support and product teams.
- Applied generative AI for automated reporting and rapid prototyping, accelerating validation of segmentation hypotheses and reducing manual analysis time.
- Produced time-series data visualizations for behavioral analysis, improving the accuracy of product-led growth (PLG) strategies.

## **Vice President of Product & Design | Moogsoft | Jun 2022 – Aug 2023**

- Owned AIOps platform vision and roadmap, delivering AI-driven capabilities for enterprise operations and maintaining roadmap continuity through acquisition by Dell.
- Championed a Product Operating Model that emphasized real-world use cases, measurable outcomes, and analytics-led, data-driven decision-making.
- Led discovery and delivery of platform features including Maintenance Windows (SRE workflows) and Similar Situations/Incidents (event correlation).

## **Senior Director of Product & Program Management | New Relic | Jul 2021 – Mar 2022**

- Led product and program management for UX platform capabilities supporting analytics, observability, IAM, onboarding, and DevEx.
- Owned roadmap discovery and execution for data visualization dashboards, IAM, agents, and developer tooling, improving platform usability and developer productivity.
- Defined strategy and organizational structure for Open New Relic and OpenTelemetry initiatives to increase ecosystem adoption and interoperability.
- Established platform-level success metrics tied to adoption, usability, and operational readiness to guide roadmap decisions.

## **Vice President of Product & Engineering | Vevo | Jan 2020 – Jul 2021**

- Owned B2B and B2C product platforms across AVOD, linear programming, video content management, and AI/ML (machine learning models and data pipelines).
- Delivered a new video content management platform with IAM and ACLs for internal teams and external distribution partners, improving content operations and partner access control.
- Built cloud-based ML infrastructure on AWS (SageMaker, S3) to support model development and deployment, reducing friction for data science teams.
- Scaled computer vision models for automated music video ratings with human-in-the-loop validation, increasing throughput and consistency of ratings.
- Applied unsupervised learning and classification to discover genre affinity and automate playlist generation, improving personalization and engagement.
- Improved data quality and analytics reliability by implementing Airflow-based data pipelines to standardize ETL and model inputs.

## **Director of Product & Engineering | Vevo | May 2019 – Dec 2019**

- Restructured product and engineering teams into focused, domain-aligned units to improve delivery cadence and decision ownership.
- Launched B2C AVOD React applications for OTT and CTV platforms, opening new ad-revenue channels and expanding distribution.

## **Director of Engineering | Vevo | Oct 2018 – Apr 2019**

- Led front-end engineering team developing B2C user-facing OTT / CTV applications, and B2B video content management system for YouTube workflows, delivering cross-platform user experiences and internal tooling.

## **Expert Solution Architect / Consultant | Nike | Aug 2016 – Oct 2018**

- Led innovation teams at the intersection of data science, advanced kinesiology research, and sustainability.
- Served as product owner and lead architect for clinical lab digital experiences and data platforms.
- Delivered cloud-based React applications and Python/Java data science platforms for connected and air-gapped devices supporting data capture and analysis, e.g., motion capture, 3d body scanning, pressure plates.

## **Director of Product, [Nike.com](https://nike.com) & Analytics | Nike | Apr 2013 – Aug 2016**

- Managed a \$30M portfolio and led analytics, experimentation, personalization, SEO, accessibility, and localization for Nike.com; contributed to revenue growth from ~\$500M to ~\$750M.
- Improved site performance and observability through cross-functional initiatives to reduce latency and improve user experience, generating an additional \$30M in revenue demand.
- Launched in-house a/b testing, real-time analytics and personalization capabilities including consumer clustering and product affinity modeling, increasing conversion and personalization effectiveness.

## **Director of Product, Analytics & A/B Testing | Nike | Apr 2012 – Apr 2013**

- Built analytics, experimentation, and tag management organization from scratch and led Adobe Analytics implementation across web and mobile to centralize measurement and experimentation.
- Managed enterprise SaaS analytics and experimentation vendor relationships.

## **Vice President of Technology | Tealium | Apr 2010 – Apr 2012**

- Transformed an analytics consultancy into a SaaS platform and led product, engineering, and customer success improvements for global enterprise accounts.
- Advanced tag management product capabilities and supported enterprise deployments.

## **Engineer, Architect, and Product Manager | Best Buy | Dec 1999 – Apr 2010**

- Led rebuild and launch of BestBuy.com, owning UX and product delivery across omni-channel experiences.
- Pioneered personalization and real-time product affinity systems and founded the Innovation Team to deliver automated digital marketing emails, tracking and A/B testing tools.

## **EDUCATION**

St. Olaf College, Economics and Chinese Language

Certifications: Certified Scrum Master (CSM), Kanban Practitioner, Docker Developer

Continuous learning: Hands-on AI/ML on-prem architecture and product development