

BRIAN BELL

Product Leader

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PROFESSIONAL EXPERIENCE

ROCKET FUEL – *Senior Product Manager* – San Francisco Bay Area, CA Jan. 2015 – Present

Unlocking the power of artificial intelligence to improve advertising.

Leading product strategy for \$125m mobile & brand product lines within a \$500m industry trailblazer.

Built team of three.

- Led new product initiatives from conception to launch including an innovative map-based report resulting in a 37% higher renewal rate for mobile campaigns.
- Investigated how to unlock value of GPS data and built a new location audience segmentation product resulting in \$1.2m in the first 60 days after release.
- Defined and drove the business plan to pursue two \$10 billion dollar markets.
- Led cross-functional transformation to agile, resulting in improved team morale and velocity.
- Hired and developed product managers.

SMARTZIP – *Senior Product Manager* – San Francisco Bay Area, CA Feb. 2014 – Jan. 2015

Inc. 500 start-up innovating in predictive marketing for real estate.

Product leader in charge of gathering and transforming customer needs into a product vision with detailed requirements. Drove strategic execution and built a team of three.

- Led new web and mobile product initiatives including a predictive advertising product from conception to launch, which helped secure a new round of venture funding and modernize core platform.
- Developed innovative road-mapping process to learn customer needs and gain executive buy-in.
- Directed an initiative for a new mobile app that integrated functionality from multiple product lines and introduced new features that improved engagement 73%.

VERTICALRESPONSE – *Senior Manager* – San Francisco Bay Area, CA 2012 – 2014

Industry pioneer in email and social marketing for small businesses.

Leader in charge of gathering and transforming customer needs into an actionable product vision with detailed requirements. Reported to SVP of Product. Built team of two.

- Boosted engagement 18% and revenue 6% by streamlining core functionality, which included combining, reordering, and redesigning steps in the user flow driven by rigorous user testing.
- Improved success rate of releases, decreased churn, and boosted team morale by creating and testing hi-fidelity prototypes with users before coding.

ONE BLOCK OFF THE GRID – *Senior Associate* – San Francisco, CA 2011 – 2012

Series A funded start-up driving mass solar adoption in the residential space.

Key member of growth team defining, evaluating, and executing product and marketing efforts. Reported to VP.

- Implemented an improved welcome experience for users, introducing them to a completely re-imagined product – which led to a 23% increase in engagement and 37% growth in lead flow.
- Doubled user engagement by iteratively improving first-time user experience, sign-up flows, and onboarding.

THE BEALL CORPORATION – Senior Associate – Honolulu, HI 2008 – 2011

Commercial real estate firm focused on development, leasing, marketing and sales of retail business projects.

Streamlined and coordinated all online marketing activities comprised of email, online channels, industry analysis, research and more.

- Played a major role in positioning company into powerful niche player in the local region.
- Successfully tracked, analyzed, and optimized long-term marketing strategies including messaging, website, SEO/SEM, Google Adwords, and a variety of media channels to win multiple projects totaling over \$75M.
- Provided consultation to property owners on marketing strategies, while achieving optimal profitability. Identified key processes and metrics to improve overall effectiveness and efficiency.

SUSPECT, INC. – Business Manager – New York, NY 2007 – 2008

Design firm serving high-end marketing/advertising agencies with client base from Fortune 500 companies to Indie film makers.

Directed all marketing and client communication for business development and management teams. Resolved and coordinated all business matters for company on behalf of Chief Directors. Established operational processes to increase efficiency, while gaining knowledge of marketing/advertising industries.

MORTGAGE INVESTMENT ADVISORY COMPANY – Analyst – New York, NY 2005 – 2006

Company providing asset pricing services, hedging models and liability solutions.

Evaluated large-scale billion-dollar portfolios of mortgage backed securities, and developed database analytical skills in a finance environment; communicated with client executives to assess valuation results and solutions.

EDUCATION

UC BERKELEY, HAAS SCHOOL OF BUSINESS
MBA, Class of 2018

- Currently attending Saturday program.

UNIVERSITY OF WASHINGTON – Seattle, WA
B.A. Business Administration - 2003

- Cum Laude and Dean's List.
- Chancellor's Medalist for Outstanding Scholastic Achievement – University's Top Student Award.

COMMUNITY LEADERSHIP

BELLY TO BELLY – Co-Founder – 2014 – Present

TAPROOT – Pro-bono consultant – 2011 – 2012

SIERRA CLUB – Director of Energy – 2008 - 2011

KOKUA MARKET – Board Member – 2009 - 2010

SUSTAINABILITY ASSOCIATION OF HAWAII – Board Member – 2009 – 2010