Broderick O'Linn

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PROFESSIONAL EXPERIENCE

HealthStream Inc.   **New York, NY**
Product Manager   *Jan 2022-Present*

- Owned product strategy and roadmap for a high-scale enterprise platform processing over 1M daily API queries across 3,000+ B2B clients
- Led product discovery and roadmap definition for a license verification system by synthesizing user interviews, support tickets, and usage data to prioritize features reducing onboarding friction
- Designed and implemented automated defect detection pipeline based on real-time feedback, reducing average time-to-resolution by 86%
- Launched automated request feature that expanded platform utility to 100+ new organizations, increasing B2B adoption and retention
- Drove strategic expansion into new market verticals, increasing key product offering by 10% through targeted competitive analysis and market scoping
- Led cross-functional teams (5 Engineers, 3 QA Specialists) through agile ceremonies and sprint planning to ensure on-time feature delivery
- Closed onboarding coverage gaps by integrating 100+ data sources in collaboration with data engineering, improving access for underserved customer segments
- Reduced processing delays by 90% through record indexing and workflow automation, helping meet SLA targets for enterprise clients
- Collaborated with engineering, customer success, legal, and UX teams to align roadmap delivery with user needs, risk controls, and support constraints

PlusUp LLC   **Atlanta, GA**
Data Analyst   *May 2021-Jan 2022*

- Developed interactive dashboards and automated reporting solutions for 10+ clients, increasing insight into campaign performance using SQL, Tableau, and Google Data Studio
- Designed and maintained data pipelines for cleaning and modeling ad performance data, enabling predictive analytics on $100k marketing spends
- Partnered with stakeholders to define KPIs and optimize digital marketing strategy, increasing client dashboard adoption by 20%

EDUCATION

University of Georgia   **Athens, GA**
Master of Science in Applied Consumer Analytics   *May 2021*
Bachelor of Business Administration in Marketing   *May 2020*
Bachelor of Science in Sports Management
GPA: 3.85/4.00

Concussion Consumer Analytics Thesis

- Conducted Factor Analysis and Cluster Analysis on athlete survey data to identify behavioral drivers of concussion risk and treatment-seeking behavior
- Used statistical tools (SPSS, SQL, Tableau) to develop targeted educational strategies for high-risk user groups

Skills

- **Product & Business Skills**: Product Roadmapping, Agile/Scrum, A/B Testing, Stakeholder Management, Market Research, User Feedback Integration
- **Data & Analytics Tools**: SQL, Tableau, PowerBI, Excel, Google Data Studio, Sigma
- **Statistical Methods**: Cluster Analysis, Exploratory Factor Analysis, Regression Modeling, Data Cleaning & Transformation
- **Tech Stack Familiarity**: Azure DevOps, JIRA, SPSS, SAS, R, Figma, Confluence

Interests: Learning and Development, Coaching, Training, Reading, Chess, Health & Fitness, Basketball, Volunteerism