

# Wylie M. Brown



Brooklyn, NY



802.922.4084



wyliebrown1990@gmail.com

## B2B Sales | Product Management | Operations Management

*Identifying meaningful solutions to complex problems.*

An energetic and passionate sales and product management professional with ten years of diverse experience selling and managing technologies. Able to manage high-profile, c-suite enterprise customers while directing cross-functional teams. A strategic thinker with the ability to identify and address customer pain-points and deliver value-driven solutions that positively impact KPIs. Maintain long-term and meaningful relationships with clients, internal and external teams, and direct reports. Combining a distinctive mix of technical expertise, interpersonal skills, and effective problem-solving to drive higher revenues, foster repeat business, and achieve overall client success.

### — AREAS OF EXPERTISE —

- ♦ **Sales:** Client Relationship Management, Go to Market Planning & Research, Value-Based Selling, MEDDIC, Challenger Sales, Marketing/Value Drivers, Technical Sales, Lead Generation
- ♦ **Management:** Sales Enablement, OKRs, Digital Transformation, Root Cause Analysis, Design Thinking, Data-Driven Decision Making, Risk Assessment/Mitigation
- ♦ **Product/Technical:** New Product Launch, SDLC, Product Strategy, Data Analysis, Agile/Scrum, Roadmap Management, Cross-Functional Collaboration
  - o Languages and Platforms in addendum

### — CAREER HISTORY —

#### **Projects | New York, NY**

**March 2024—Present**

*I recently left my role as Director of Product Management to explore new opportunities. During this time, I've been expanding my knowledge of various industries, roles, and technologies. Below are some recent projects:*

**AI Interview Bot:** Developed a chatbot capable of conducting detailed, interview-style conversations using scraped data from target companies. Utilized the LangChain framework for text retrieval, embedding, and indexing with FAISS. Integrated PostgreSQL for persistent data storage and managed chat history to enhance relevance. Leveraged OpenAI for embedding and fine-tuning prompts sent to preferred LLM chat models. DEMO: <https://shorturl.at/sw8qE>

**Recycle-me App:** Developed an app to help users identify recyclable household items based on type and location (US only). Utilized Flask for the web application and PostgreSQL for backend storage. Integrated OpenTelemetry to collect logs, metrics, and traces, sending them to observability tools like Prometheus, Datadog, and Observer Inc. Containerized the application components with Docker Compose and deployed locally and on AWS using Kubernetes.

**Youtube Channel Scraper:** Created an app to extract and transcribe text from YouTube videos for training data. Users input a channel ID and specify the number of videos to transcribe. The app uses Google's API to fetch videos, downloads them with yt-dlp, and transcribes them using OpenAI's Whisper model. Included instructions for using a cookie.txt file to download age-restricted videos.

#### **Product Manager (July 2019—January 2021)**

**Bandsintown, Tonefuse Ad Network | New York, NY**

**March 2017—March 2024**

#### **Director of Product Management (January 2021—March 2024)**

#### **Product Manager (July 2019—January 2021)**

*Sole Product Manager overseeing a \$20M+ annual advertising product reporting to the CEO. Maintain oversight of seven direct reports, including three in engineering and three in operations/account management, as well as one data scientist. Implement and manage agile methodology to uncover pain points, backlog solutions, and prioritize workload. Maintain and present bi-weekly sprints, quarterly and annual roadmaps to stakeholders.*

## Wylie M. Brown

---

- ◆ Conduct customer interviews to refine product briefs which define our product roadmaps and set the product vision and strategy for the flagship advertising product.
- ◆ Manage product backlog and prioritize features to ensure alignment with business goals and customer needs.
- ◆ Defined the business requirements and technical tradeoffs which led to a new big-data reporting infrastructure using technologies such as EMR, Athena, Airflow and Spark to process 150GB of ad server data daily with seven external APIs and data feeds.
- ◆ Spearheaded two AI/LLM projects, leveraging OpenAI.
- ◆ Created marketing collateral and GTM strategy for sales to sell new products and verticals.

### Highlighted Accomplishments:

- ◆ Drove over 1M+ new users to Apple Music and Amazon Music globally in 2020, an increase of 40% from 2019 and continuing to grow 30% YoY.
- ◆ Re-negotiated Amazon marketing agreement in 2022 resulting in 50% growth of revenue between '22-'23
- ◆ Increased publisher customer base by 2X from 2020—2024.
- ◆ Launched new features and standalone products, increasing revenue from \$15M to \$21M between 2020—2024.
- ◆ Developed, launched and defined sales' GTM strategy for a new product that generates \$1.5M in ARR.
- ◆ Increased the flagship ad product's yield from a 3.1% Click-Thru Rate (CTR) to a 4%+ CTR using A/B testing.
- ◆ Decreased company's revenue dependability on key clients (Apple Music) from 80% to 58% from 2022 - 2023.

### **Director of Sales (January 2019—December 2019)**

#### **Account Executive, Promoter and Brands (March 2017—January 2019)**

*Promoted from Account Manager to Director of Sales after increasing annual revenues from \$200k to \$1M. Managed a global team of five. Restructured the department from Sales leads managing both farming and hunting clients to delineated roles between Account Executives and Account Managers while implementing Salesforce with the support of an outside consultancy. Led account management for top customers while maintaining the primary goal of increasing revenues.*

- ◆ Directed the sales activities across the organization, including direct line management of the sales and account management teams.
- ◆ Trained sales org on new best practices using MEDDIC process, Force Management, and Challenger Sales within the organization.
- ◆ Successfully implemented a brand-new CRM (Salesforce) and created a lead generation pipeline.
- ◆ Established and defined metrics and KPIs within Salesforce to track individual farming and hunting capacity, opportunity conversion rate, average duration per stage, average deal cycle, and win rate.
- ◆ Managed high-profile accounts, including Amazon and Apple, while penetrating deeper into current accounts and expanding market opportunities with new clients.

### Highlighted Accomplishments:

- ◆ Closed two of the company's largest publisher customers, generating \$2M in ARR.
- ◆ Grew our top advertiser's annual spend by 50% 2019 - 2020
- ◆ Renegotiated Amazon Music bounty contract to increase CPA payout in key markets by 40% on average.
- ◆ Penetrated a new market with editorial content websites, enabling the team to grow customer base by 2X.
- ◆ Established a lead generation process that generated 10X more leads.

### **Gerson Lehrman Group | New York, NY**

**July 2014—March 2017**

#### **Account Manager**

*Managed Accounts for all Tier 1 strategic Technology, Media, and Telecom client contracts totaling ~\$3M in contract value. Led relationship management for enterprise clients, including IBM, Facebook, and AT&T.*

- ◆ Sold ad-hoc project-based work to existing enterprise customers.
- ◆ Identified and recruited subject matter experts to provide consulting services across multiple industries and job functions.

### Highlighted Accomplishment:

- ◆ Successfully sold \$2M of deal renewals and \$750k in ad-hoc project-based deals from July 2014—March 2017.

—TECHNICAL & SOFTWARE SKILLS—

## Wylie M. Brown

---

- ♦ **Scripting/Programming:** SQL (proficient), Python (proficient), HTML, CSS, Javascript (intermediate), PHP (novice), Java (novice)
- ♦ **Cloud: AWS** (EKS, ECR, EMR, EC2, Spark, Airflow, Athena, RDS)
- ♦ **DevOps:** Docker, Kubernetes, Terraform
- ♦ **Monitoring/Observability:** Datadog, Observe, Grafana, Pagerduty, Jaeger
- ♦ **Databases:** MySQL, RDS, PostgreSQL
- ♦ **Data & Analysis:** Spark, Athena, Retool, Tableau & Quicksight
- ♦ **Instrumentation:** OpenTelemetry, Prometheus
- ♦ **CI/CD:** Github Actions
- ♦ **Project Management/CRM:** Atlassian - Jira/Confluence, Salesforce, Asana, Aha, Miro
- ♦ **AI/LLM:** OpenAI, Anthropic

### — EDUCATION —

#### **Bachelor of Arts, International Affairs, 2012**

Skidmore College, Saratoga Springs, NY

### — ADDITIONAL QUALIFICATIONS —

**General Assembly,** Product Management Immersive, 2019

**Dataquest.io:** Data Analyst in Python, 2020

**Noble Desktop:** SQL Levels I-III, 2022