

Bryan Shumway

+1 (801)-800-6950
bryan.shumway@me.com
linkedin.com/in/bshums
bryanshumway.com

Work History

Stats Perform (formerly STATS, Perform Content, Opta)

Mar 2019 - Feb 2023

Senior Product Manager - 2 yrs

- **Strategy, Execution, Go-to-Market** - Developed and consistently launched new products and services within a \$200m product portfolio improving revenues by 8% YoY
- **'Zero-to-One' Product Development** - Led product development - from 'Zero-to-One' - of multiple B2B2C products for global clients across Media, Tech, and Sports Betting
- **New Products at Scale** - Built/launched AI-powered automated video solution - 42,000+ videos annually (\$2m revenue in 6 months from launch) for clients across Media and Sports Betting
- **B2B2C Frontend Platform** - Created a new B2B2C web and mobile product (Content Player Pro) for Sportsbook clients, decreasing time to integration by 60% and enabling upsell opportunities for new innovations
- **Ideation and Execution** - Ideated and delivered an industry-first B2B2C product (Same-Game-Multi Assistant) driving increased bet placement and higher margins for sportsbooks
- **Automated Content Creation** - Created a new service (Betting Insights) delivering 1M+ automatically generated insights annually, driving engagement and personalization opportunities across B2B Media, Tech, and Sportsbooks
- **Platform Transformation** - Led efforts to replace a core legacy product, working with cross-functional stakeholders to gain support, transition clients, deliver an improved user experience, and sunset the legacy product
- **Commercial Partnerships** - Sourced and secured multiple partnerships between Stats Perform and skilled technical partners to enable the creation of new products and services that would not otherwise have been possible
- **Go-to-Market** - Supported go-to-market activities via speaking engagements, case studies, press releases, virtual keynote product launches, and trade shows

Product Manager - 2 yrs

- **Machine Learning Systems Integration** - Established ML Ops infrastructure and integrated machine learning models into multiple products with cross-functional teams
- **B2B API Development** - Led development of a new B2B API service (\$1M+ sales in 6 months from launch) providing machine learning-driven sports predictions and probability distributions to sportsbook operators
- **Cross-Functional Prioritization** - Prioritized delivery of machine learning-driven predictions across multiple product managers and portfolios to meet fan engagement use cases of B2B Media, Tech, and Sportsbook clients

Kin + Carta (formerly Solstice Consulting)

Sept 2017 - Mar 2019

Product Consultant - 1 yr 7 mos

- **Organizational Transformation** - Managed the development of multiple features of a new, responsive web B2B e-commerce application for a Top 5 foodservice distribution client (\$19B/year in revenue)
- **Search Engine Implementation** - Led development and implementation of a new search engine strategy using Elasticsearch, delivering a modern search feature set to users along with single-digit millisecond speed results
- **Agile Development** - Defined product roadmaps, prioritized product backlogs, gathered requirements, and led delivery teams via Agile/Scrum and Continuous Integration/Continuous Deployment
- **User Research & Analysis** - Conducted research with client and user stakeholders to determine initial and ongoing strategic direction, perform product discovery, and develop new features

- **Public Speaking** - Facilitated ideation sessions for key client engagements, moderated panel discussions, and contributed thought leadership for the company

Sears Holdings Corporation

Aug 2014 - Sept 2017

Product Manager - 1 yr 7 mos

- **Portfolio Management** - Managed combined \$200M Craftsman product portfolios - Power Tools, Garage Door Openers, Wet/Dry Vacs
- **Product Roadmapping** - Developed product roadmaps focusing on category growth drivers and innovation
- **Vendor Negotiation** - Negotiated with vendor partners to develop innovative products at competitive costs
- **Patent/IP Development** - Licensed, patented, and developed technology to bring innovation to product portfolios
- **Go-to-Market** - Developed strategies focusing on key features, marketing claims, packaging, and promotions

Associate Product Manager - 8 mos

- **Strategic Planning** - Cooperatively developed a three-year strategy and plan to reinvigorate the DieHard brand
- **Licensing** - Developed a new licensing agreement for the DieHard brand to expand into consumer electronics
- **Analysis** - Determined Top 10 countries for international expansion of Kenmore, Craftsman, DieHard brands

Business Analyst - 1 yr 1 mo

- **User-Sourced Ideation** - Created new external product idea submission program and accompanying websites for Kenmore and Craftsman brands
- **Program Development** - Developed a new internal product ideation program for the KCD business unit
- **Executive Presentation** - Collaborated on KCD innovation strategy presentations for the Board of Directors

Education

Bachelor of Science, Business Management

Brigham Young University — Marriott School of Management

- Minors: Communications, Psychology

Skills & Tools

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| <ul style="list-style-type: none"> ● Product Discovery & User Experience Design (Figma, Zeplin, Sketch, InVision, etc..) ● Agile Development & Tools (JIRA, Aha, Confluence, etc..) ● AI/ML Development & Integration ● Strategic Thinking / Vision ● Product Management | <ul style="list-style-type: none"> ● Continuous Integration / Delivery (CI/CD) ● Stakeholder Management ● Personalization ● Go-to-Market Strategy ● Data Analytics ● Search Engine Development / Iteration ● E-commerce |
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