

Brian Parton

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Education

Master of Science in Physics

Clemson University, May 2013

Bachelor of Science in Physics

Emory University, May 2010

Certifications

PSPO I: Professional Scrum Product Owner I, 2024

Skills

- Strategic Roadmap Planning for Product Growth and Execution
- Product Lifecycle Management
- Agile, Scrum, & Kanban Methodologies
- AI-Driven Product Development
- User-Centric UX Design
- Proficiency in SQL for Data Analysis and Reporting
- Data Analysis and Metrics-Driven Decision Making
- Experience with API Development, Integration, and Performance Testing
- Stakeholder Engagement and Workshop Facilitation

Experience

Key Accomplishments

- **Highly-Rated Mobile App Rebuild:** Directed a comprehensive UI/UX redesign using Kanban, collaborating closely with a newly onboarded engineer to enhance engagement and client satisfaction. Achieved a 4.9-star rating from 1,200+ Apple Store reviews and a 30% increase in invoice submissions within three months.
- **New Revenue Generating Platform:** Spearheaded a cross-departmental initiative to design, develop, and beta launch a personalized incentive rewards platform supported by a 'Wizard of Oz' MVP. Validated market demand and drove a roadmap focused on scaling client engagement and loyalty while improving cost efficiency with automation.
- **Driving Fuel Card Adoption:** Partnered with Data and Engineering to create a data pipeline and API orchestration powering an OTR Fuel Card Discount Truck Stop Finder tool. Improved client decision-making efficiency, driving a 15%+ increase in fuel card usage within the first two months.

Roles

Product Manager

Extu, Inc., Atlanta, GA | April 2023 – April 2024

- Revamped client onboarding workflows by leveraging analytics to identify root-cause issues, boosting referral link signups from 0% to 4% and reducing customer support load.
- Streamlined product team processes by implementing AI-driven tools for research and documentation, achieving up to a 90% reduction in time spent on repetitive tasks.
- Led a cross-functional team to deliver a user-friendly workflow for compliance acceptance, ensuring adherence to evolving regulations while enhancing customer trust.
- Collaborated with super users to validate prototype features for the GoTu Rewards platform, driving informed decisions on product enhancements.

Product Manager

OTR Solutions, Roswell, GA | April 2018 – January 2023

- Facilitated stakeholder workshop conversations, leading to the design and launch of the Lumper Advance feature, reducing care team intervention time and enhancing client satisfaction.
- Guided the successful migration of the Auto-Invoice feature to a microservice architecture, ensuring seamless API management and scalability.
- Balanced shifting priorities across up to four Agile teams, aligning stakeholders and ensuring high-value initiatives were delivered on time without sacrificing quality.
- Worked closely with UX and engineering teams to design and refine the Freight Rate Analyzer, leveraging iterative user feedback to shape a data-informed roadmap.