Brian Roepke

Data Science & Analytics Leader

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I lead an Analytics & Insights team for a large cloud platform. We are a group of passionate Data Scientists and Analysts that enable data-driven decision-making through insights that optimize the platform's business, product, and cost. I have an extensive background in Product Management that I leverage to deliver everything I do, from Data Sets, to ML pipelines, to Dashboards as products. I am a certified practitioner of Human-Centered Design and love utilizing its methods and techniques to bring out the best in people and build the most innovative, inclusive solutions. I focus on delivering high value, great user experience, and the right outcomes.

Experience

2021– Present **Director, Analytics & Insights**, *Autodesk, Inc.*, San Francisco, CA
Formed a new Data Science and Analytics practice from scratch, enabling data-driven decision making across the company's cloud platform.

- Led the transformation to a data-driven organization through the operationalizing of KPIs and metrics for the Office of the CTO
- Delivered an innovative voice-of-customer solution with Natural Langauge Processing (NLP) on tens-of-thousands of customer support tickets helping Product Managers inform roadmaps and product decisions
- Drove the standardization of a modern data stack based on Snowflake, Airflow, DBT, Fivetran, and Looker for billions of records across 35 web services
- Spearheaded multiple initiatives to optimize the utilization of AWS resources resulting in multiple millions of dollars in savings

2016–2021 **Sr. Director, Head of Product**, *Autodesk*, San Francisco
Led the creation of a multi-year strategy and roadmap for the cloud platform, including reusable capabilities, a differentiated data strategy, and a developer ecosystem

- Raised customer trust in the platform by launching a SaaS Excellence program used by 4,000+ developers while scaling platform utilization 10x over 36 months
- Grew developer ecosystem 300% over 36 months across second-and-third parties
- Transformed execution and operations, bringing a customer-centered "Platform as a Product" approach leveraging Scaled Agile and growing a Product organization of 120 Product Managers, Designers, Researchers, Developer Advocates, and Data Analysts

2012–2016 **Sr. Director, Product Lifecycle Mgmt**, *Autodesk*, San Francisco
Leader of product organization launching disruptive SaaS Product Lifecycle Management applications

- Lead a team of 250 people through agile transformation improving customer-centricity
- Grew from 0 to 10,000+ Enterprise Users with 98% retention rates in 36 months
- Led five acquisitions across Product Lifecycle Management (2x), Semantic Search, Internet of Things, and Configure To Order

2001–2012 **Product Management Leader**, *Autodesk*, Portland, OR
Grew a product line from zero to $50M with 500K users globally. Led the development of Go-to-Market strategies for Data Management applications in the Manufacturing space driving high growth in multiple strategic regions. Grew revenue 150%+ Y/Y. Grew channel partners selling the product line by 500%

1999–2001 **Founder and CEO**, *truEInnovations, Inc.*, Eagan, MN
Founded a startup developing data/document management solutions for manufacturers–The GitHub for Mechanical Engineers. Acquired by Autodesk in December of 2002. Our product later became one of the most widely adopted products by Autodesk Customers

Skills

	Level	Skill	Years	Comment
Coding:	■■■■□	Python	5	*My default for Data Science and generalized programming*
	■■■■□	SQL	5	*Experience working with SQL including Schema design*
	■■□□□	R	2	*Utilized R on multiple projects including EDA, ML, and NLP*
A.I.:	■■■■□	ML	3	*Experience with both supervised and unsupervised methods*
	■■■□□	NLP	3	*NLP techniques such as Topic Modeling, and Sentiment Analysis*
BI:	■■■■□	Looker	3	*Extensive development of enterprise dashboards utilizing LookML*
	■■□□□	PowerBI, Tableau	1	*Development of team dashboards*
Methods:	■■■■■	PM	20	*Extensive experience in Product Management and leading PM teams*
	■■■■■	Agile	12	*Depth in Agile practices including team tranformation*
	■■■□□	UX	10	*Certfied Facilitator in Human Centered Design and Design Thinking*

Education

2020–2021 **BSc Data Analytics**, *Golden Gate University*, San Francisco, CA, *4.0*
Summa Cum Laude

Certifications

- Certified Facilitator of Human-Centered Design from the LUMA Institute
- Digital Product Management from Boston University
- Data Science MicroMasters from UC San Diego
- Agile Project Management from University System of Maryland
- Measuring and Managing Reliability from Google Cloud