

# Brent Gann

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## Product Leader

Experienced Senior Product Manager with 10+ years of experience driving partnerships and product deliveries to increase revenue, resulting in a 100% increase in partner-influenced ARR within 18 months. Led successful go-to-market strategy for a strategic product initiatives. Proven track record of managing multiple teams and projects.

## WORK EXPERIENCE

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### Splash (SplashThat.com)

Sep 2023 - Present

#### Senior Product Manager

- Led the 0 to 1 delivery of an iPaaS based software integration to meet customers needs around complex data analysis.
- Within 3 months, pioneered a trusted integration and partnership strategy to focus engineering efforts and API design on projects with revenue potential of 200% ARR.
- Aligned teams on Salesforce AppExchange development options to increase potential velocity by 500% within 6 months.
- Established first data driven decision-making framework for partnerships and integrations leveraging customer and market data.
- Built external partnerships, collecting feedback to influence product scaling, delivering a consistent, engaging experience for users of the Splash platform.

### Florida State University

May 2013 - Present

#### Adjunct Professor

- Crafted a 15-week asynchronous online curriculum in line with ABET accreditation for Ethics and IT, leading to 100% of students meeting academic requirements within 2 years.
- Instructed and mentored over 1000 students annually, delivering engaging and effective lectures and fostering a collaborative learning environment
- Managed a team of 4-6 instructional assistants, ensuring timely delivery of grading and compliance with ABET reporting requirements for 1000+ students annually.

### Crossbeam

Jul 2021 - Mar 2023

#### Senior Product Manager, Ecosystems

- Directed product delivery for 25+ integrations in the social platform marketplace, collaborating with engineering, design, and GTM to ensure successful launches within 1 year.
- Managed large data export integrations to CRMs and data warehouses (Salesforce, Hubspot, Snowflake, etc.), a primary monetization lever, during a time in which we grew revenue 200%
- Enabled successful integration with 40+ partners, resulting in a 0 to 1 increase in ecosystem revenue and strengthened partner relationships.

### Daxko

Mar 2020 - Jul 2021

#### Senior Product And Partnerships Manager

- Exceeded revenue target by sourcing and attributing over \$6 million of revenue through partner channels, surpassing the goal of \$4 million
- Managed and nurtured relationships with 4 strategic partnerships and over 30 technical integration partners to drive mutual growth and success

## Masimo

Jun 2013 - Mar 2020

### Product Manager

- Led a pricing restructuring exercise aimed at reducing deal cycles and increasing revenue by 10% through the development of consistent and straightforward ROI modeling
- Gathered requirements from customers and conducted market research to drive a 15% increase in market share, identifying new opportunities for product development and expansion

### Lead Software Engineer/Product Owner

- Successfully led 3 software development teams, managing project timelines ensuring the team met project milestones, resulting in the timely delivery of high-quality software
- Streamlined communication with non-technical stakeholders, resulting in a 50% reduction in project delays and improved overall team efficiency

## EDUCATION

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### Bachelor of Science (BS) in Computer Science

Florida State University

### Master of Science (MS) in Software Engineering

University Of West Florida

### Master of Business Administration (M.B.A.) in Management Information Systems, General

Florida State University

## VOLUNTEERING & LEADERSHIP

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### Bay County Disc Golf

Jul 2018 - Present

Founder, President

Founded and currently run a 501(c)3 organization dedicated to community building around the sport of disc golf, nurturing our local nature, and investing in the community around us. Our organization has raised over \$10,000 for local charities over 3 years. We have also run 100+ events each year to foster the community and outdoor recreation.

## SKILLS

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- Communication
- User Experience
- Innovation
- Product Delivery
- Data Analysis
- Leadership
- ROI Calculations
- Technical Acumen
- Customer Service
- Agile Methodologies
- Pricing and Packaging
- Project Management
- Product Development
- Performance Metrics
- Cross Team Collaboration
- Market Launches