

# BRIAN ROLLISON

## PRODUCT MANAGER

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## PROFILE

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Highly entrepreneurial user-focused product manager, experienced in leading cross-functional teams in technical product development. Specializing in product strategy, agile development, UX design, and business model innovation.

### TECHNICAL SKILLSET

|                  |             |                    |                    |
|------------------|-------------|--------------------|--------------------|
| Sketch/Photoshop | Apple Xcode | Agile Development  | Business Models    |
| UX/UI Design     | Swift 3.0   | Product Management | Financial Analysis |
| User Research    | GitHub      | Growth Strategy    | Market Positioning |

## RELEVANT EXPERIENCE

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**REVCITY INC.** | Founder, CEO

*Oct 2015 - Apr 2017*

Geocentric social utility empowering users to discover and create communal stories of a place, event, or experience by algorithmically crowdsourcing posted content on an interactive map.

### Product Responsibilities

- Owned product ideation, feature integration, and MVP launch and branding strategy through social media influencers, local event partnerships, and civic collaboration
- Oversaw development (SCRUM) including sprint planning, daily stand-ups, and retrospectives
- Managed product capital budget strategy including development and marketing initiatives

### Technical Oversight

- UX design of entire mobile platform including final high-fidelity mock-ups, A/B user testing, app animation design, and custom UI features such as buttons and icons
- Lead development of custom camera feature (iOS, Swift 3.0) and assisted frontend engineer with programming the application's UI interface
- Coordinated backend AWS SQL (node.js) server design and integration with mobile app

**CORNELL UNIVERSITY: DIGITAL SCENIC INVENTORY** | Product Manager

*Sep 2016 - Dec 2016*

Client project with the Town of Esopus, NY and Hyde Park, NY to implement a digital framework for remotely identifying, prioritizing, and scheduling protection of local scenic resources.

### Product Responsibilities

- Coordinated product development (Kanban) and built Product Requirements Document to ensure a seamless hand-off to civic client for further study and implementation
- Lead cross-functional team of GIS engineers, planners, designers, and landscape architects
- Presented final Beta product to stakeholders, fielded comments, and integrated feedback into open source documents for future research teams to build upon

### Technical Oversight

- Developed algorithm using quantitative and qualitative metrics in decision tree methodology
- Served as principal designer for final presentation and technical documentation
- Collected and formatted multiple data structures to integrate with GIS engineering efforts

## RELEVANT EXPERIENCE *(Continued)*

**CORNELL UNIVERSITY: PROJECT PLACEMAKER** | Product Manager *Jan 2016 - May 2016*

Collaborated with Cornell University's Graduate Schools of Information Science and Computer Science to create a social feedback system between cities, their citizens, and community events.

### Product Responsibilities

- Managed 16-week product development culminating in final demo to technical advisor panel
- Coordinated with partner cities to model system integration potential with city technical plans
- Built product business model to account for non-advertisement revenue generation with net tax benefit potential to citizen users

### Technical Oversight

- Spearheaded backend system architecture design with dedicated backend engineer (node.js)
- Operated as lead UX designer, conducting 120+ user interviews to guide feature prioritization
- Researched and implemented geofencing algorithm with frontend engineers (Android, Java) to account for proximity, activity, and relevance metrics in guiding app event assignment

**EMERGING GLOBAL ADVISORS LLC** | Associate Director *Jul 2012 - Aug 2015*

Financial services startup disrupting the smart beta investment market through intelligent and targeted portfolios of emerging and frontier market financial products.

### Product Responsibilities

- Conducted research on investor preferences and macroeconomic allocation potential
- Generated \$35+ million in asset inflows individually, oversaw \$1.2 billion in total production
- Coordinate financial analyst efforts with product development portfolio managers for custom institutional (endowment, foundation, pension) investment vehicles

### Technical Oversight

- Produced financial statement and economic analysis reports to guide investment decisions
- Managed product marketing materials to high-profile clients including the quantitative metrics serving as the cornerstones of each report

## EDUCATION

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**CORNELL UNIVERSITY** | Master of City and Regional Planning '17 *Ithaca, NY*

GPA: 3.88/ 4.00, specializing in the development and management of civic technology products.

### Relevant Coursework

Intro to Technical Management (A+)    Strategic Management of Technology Innovation (A+)  
Leading and Managing Teams (A+)    Cities, Places, & Technology (A)  
Project Management (A+)    Entrepreneurship and Business Ownership (A)

### Selected Research

"Digital Cities: Citizen-Design of the Urban Social Network"  
"3 Engines of Tomorrow's City"  
"How NYC 311 Pays Attention to the Poor"

**FLORIDA STATE UNIVERSITY** | BS Finance & Economics '12 *Tallahassee, FL*

Concentration in macroeconomic equity and currency trading strategies and financial analysis.