BRENT PIRRUCCELLO

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Experience:

Parchment, Scottsdale, AZ   **(May 2011-May 2015)**
Parchment is a Credential Management and online transcript ordering and processing company. 25% of U.S. high schools and hundreds of colleges use Parchment to send transcripts. Thousands of colleges receive Parchment transcripts electronically, eliminating tons of paper transcript waste.

Director of Product Management, Scottsdale, AZ   **(Aug 2013-May 2015)**
- Owned and executed the roadmap for a team of 6 engineers and 2 PMs, completing 25 epics. Refined roadmap into sprint-sized user stories, mockups and requirements.
- Improved roadmap estimates and CFT communication through development of streamlined planning process.
- Trained and prepared team of 150 employees to successfully launch and support releases.
- Served as a full-stack, back-end and front-end Product Owner:
    - Created and maintained a product backlog, prioritized enhancements and defects, and created mockups.
    - Wrote user stories, technical requirements, training, documentation, release notes, and ran internal and user-facing demos.
- Scheduled releases and developed release plans for epics spanning multiple months with cross-dependencies from two engineering teams.
- Overhauled e-commerce workflow, handling 6m+ transactions per year and reducing support tickets per order by 27%. Streamlined sign up and ordering flow, decreasing steps by 63%.
- Designed support tool which reduced average response times from 5 days to under an hour.
- Used Mixpanel, Google Analytics, and SQL for quantitative product analysis.
- Ran split tests using Optimizely.
- Managed Chegg lead partnership and optimized lead placements, generating $300k per year in revenue.
- Created new onboarding process that was adopted by HR for all new hires.

General Manager, Parchment.com, Scottsdale, AZ   **(May 2011-Aug 2013)**
- Launched new consumer product which has served 6m students and millions of transactions annually.
- Transitioned Parchment from waterfall Product Management to iterative development.
- Established and maintained a Product site to announce and store historical information related to releases, including release notes, success metrics, general site updates, and hotfix announcements. This site became the central source of Product information for Parchment.
- Performed competitive analysis of lead gen, college admissions, and transcript companies.
- Ran Google AdWords campaigns. Used campaigns as research for building SEO pages, which now generate 1,000,000 visits per year with a 20% conversion rate.
- Designed back to school marketing campaign and software requirements to enable email marketing to all students at participating high schools.

Founder - MyChances.net (Acquired by Parchment May 2011)   **(May 2007-May 2011)**
MyChances.net was a free website and online community for college applicants. Using crowd-sourced data generated from users of the site, My Chances provided statistical college admission predictions

and data-driven college recommendations. These tools were transitioned to Parchment.com in 2011.

- As one of two founders, I wore many hats at MyChances: Product Manager, PHP Developer, Marketer, Business Development, and Data Science.
- Managed acquisition talks and sale negotiations in acquisition by Parchment, after building and operating the service for 4 years.
- Managed business development relationships (eg Chegg partnership).
- Created a lightweight REST API in PHP, enabling third party websites to provide college predictions to their users.
- Integrated in-house sign-up and login system with Facebook Connect.
- Set up web hosting with a production environment, dedicated server for MySQL, and a development environment with SVN and Trac.
- Overhauled homepage, site design, and sign up pages. Ran split tests which increased conversion rate by over 20%.
- Solicited actionable product feedback from users, which was used to make UX enhancements.

Founder - Hammerspace   (**April 2014-Present)**
- Developed 3 iOS apps in Objective-C, which are in the App Store.
- Conducted in person user-testing and interviews
- Mobile app design using Sketch.

Data Science - Inflection, Palo Alto, CA   **(Jul 2008-May 2011)**
- Ran all internal analytics, split tests, and audits from $6m run rate through $100m sale of web property.
- Built in-house reports using Business Intelligence tool Qlikview and Microsoft SQL.
- Wrote ad hoc queries for reports, analyses, and split tests.

EDUCATION:

Stanford University, Stanford, CA   **(Sep 2004-June 2008)**
Bachelor of Science: Biological Sciences
Applicable Coursework:
- Introduction to Programming (Java)
- Programming Abstractions in C++ (Recursion, algorithmic analysis, object-oriented design)
- Apps and Metrics. "The Facebook Class"
- Discrete Math, Discrete Objects, Automata and Complexity Theory