

# Jeff Brines

*Product, Operations and Finance*

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Dynamic manager with 14 years of expertise in product leadership, software development, and finance. Specializing in integrating advanced finance and operational strategies into product management, I deliver market-leading solutions that drive business growth and enhance value. My approach combines data-driven insights with agile methodologies, optimizing product-market fit and revenue opportunities while minimizing operational costs. Acknowledged for my visionary leadership and unrelenting work ethic, I excel in merging strategic foresight with pragmatic execution to foster organizational excellence and sustainable success.

## KEY SKILLS

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**Product Management Skills:** End-to-end product lifecycle management, feature prioritization, roadmap planning, agile methodologies, scrum, kanban, lean startup frameworks, cross-functional collaboration, data analysis **Analytics Tools:** Google Analytics, Pendo, DataDog, Apple Analytics **Database:** SQL, NoSQL, **Product Management Software:** Asana, Jira, Confluence **Design Tools:** Figma, Adobe **Infrastructure:** AWS, bitbucket, github, **APIs:** OpenAI, HuggingFace Hubspot, Salesforce, FactSet, Dwolla, Slack, Stripe, Twillio, Auth0, GetStream, Plaid **Frameworks:** React, React Native .NET **Languages:** Node.js, Python, GraphQL, VB.NET **CRM:** Hubspot **CMS:** Wordpress, Shopify **Financial Modeling:** DCF modeling, GAAP accounting basics

## PROFESSIONAL EXPERIENCE

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*EnergyFundrs, San Antonio, TX • Senior Advisor*

8/2023 - 3/2024

Established a roadmap to profitability for the company's senior management team, cut costs in engineering and improved output. Tools, frameworks, languages and vendors include: *React, Note.js, Figma, SQL, Twilio, AWS, bitbucket, GA, Asana, OpenAI and Dwolla.*

- Reduced infrastructure and engineering costs by 75% within 8 weeks while improving dev output ~30%.
- Revamped the product management process suite in favor of agile methodologies resulting in faster iteration cycles and less waste.
- Built a critical DCF model driven by the company's cost structure, revenue model and hurdle rate to objectively define the level of performance the company needed to achieve to be sustainably profitable.
- Identified stumbling blocks within the company's business model that were prohibiting scalable profitability. This includes high customer acquisition costs, high churn, low customer satisfaction, and poor lifetime customer value. Solutions proposed include optimizing existing fund performance, targeting higher value customers, and a strategic pivot (see below).
- Established a roadmap for the company that takes into account budgetary constraints and the above DCF model.
- Proposed a strategic alternative that includes the divestiture of fund level assets on the private market. The firm is currently executing this plan.

*Prometheus Alternative Investment • CPO/VP of Product*

12/2021 - 5/2023

Prometheus was a seed stage 8VC, Kyle Bass, Peter Thiel backed fintech company aiming to connect best in class private fund managers (GPs) with prospective investors (LPs) in a digital setting. Tools, frameworks, languages and vendors include *React, React Native, Note.js, Python, GraphQL, Figma, NoSQL, Auth0, AWS, MongoDB, github, cloudflare, Pendo, Plaid, Stripe, hubspot, asana, slack, jira, confluence and datadog.*

- Led design, engineering, QA and infrastructure units leveraging agile methodologies and cross functional team dynamics.
- Successfully shipped the company's core product built from the ground up in 12 weeks.
- Reduced burn rate in engineering, design, IT and infra by over ~60% while improving output ~300%.
- Product generated ~\$60M in revenue within two months of launching.

- Built company/product roadmap and collaboratively built OKRs for all units within the company to successfully raise our Series A round.
- Objectively determined our burn rate as a company was too high relative to the timeline needed to achieve or OKR to raise our Series A. This resulted in a leaning out of all business units within the company to give us a longer lifeline.
- Deployed high fidelity analytics tools such as Pendo and DataDog RUM to objectively understand customer experience allowing data based iterations and enhancements of the product.
- Identified a new high margin SaaS business within the company's offerings to compliment the fee based business model and smooth the company's cash flow dynamics.
- Led an AI / ML / LLM team to automate and optimize the highly time consuming (for user) subscription document process.
- Built all product management processes with cross functional leadership and agile methodologies in mind.

*FactSet, Jackson, WY • Senior Product Manager*

*12/2013 - 12/2021*

- Joined FactSet through the firm's acquisition of StreetAccount (see below).
- Leveraged my intimate understanding of StreetAccount's products and services to build highly valuable integrations into FactSet's quantitatively driven dataset and ecosystem.
- Iterated and expanded the company's product/service offerings primarily through building new products that integrated StreetAccount's qualitative intelligence products with FactSet's quantitative ecosystem for new types of offerings and services.
- Separately, launched a series of podcasts that leveraged StreetAccounts strong macro commentary to give a quick morning/evening update to a broader subscriber base. This served as lead gen for FactSet's sales team and grew to ~4,000 listens per day.

*StreetAccount, Jackson, WY • Senior Financial Analyst - Product Manager*

*12/2010 - 12/2013*

- I began my career with StreetAccount as a qualitative analyst for the firm's real time equity news division leading to strong expertise in understanding financial markets, macroeconomics, equities, financial reporting and broadly speaking "Wall Street".
- Co-lead product management efforts on the firm's critical internal tool responsible for aggregating, categorizing, filtering and flagging all material qualitative intelligence all publicly available sources including EDGAR (SEC filings), newswires, twitter (X), various key websites (FDA), and major news publications.
- The firm grew ~30% y/y until acquisition by FactSet in 2013.
- Highly valuable experience being part of a company that went from ideation to exit in a short amount of time.

*Brines Consulting LLC, Jackson, WY • Owner*

*1//2010 - Current*

I have a track record of sustainably growing SMBs through my ability to leverage scalable technological tools alongside best practices in operations and finance. Example clients include:

- Silber: I digitized their product offering via utilization of Shopy and served as product manager for a core piece of technology developed through reverse engineering of vehicle ECU to control fueling requirements for their custom turbocharger systems. Sales went from \$400K/yr to \$4.7M/yr in 5 years. Highly disruptive powersports performance company specializing in adding turbocharger units to snowmobiles, motorcycles and SXSs.
- Crystal Creek Capital: \$100M real estate development firm in Jackson, WY. During their founding year, I built a baseline financial model for the firm to value income producing property and development opportunities in the greater Teton region. This model proved incredibly valuable to determining what price to reasonably pay for an asset driven by demographic shifts, interest rates, growth expectations, macroeconomic underpinnings.

## EDUCATION

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*BA in Finance • University of Colorado, Boulder*

*Graduation Year (2007)*

