

# Jeff Brines

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Dynamic product leader with over a decade of experience in product management, SaaS, and financial markets. Skilled in driving strategic growth, optimizing operational efficiencies, and building advanced technology solutions that create value for fast-growing, venture-backed companies. Proven ability to reduce costs, enhance product-market fit, and lead cross-functional teams to deliver innovative, customer-centric products. Adept at navigating the challenges of high-growth environments, with a strong track record of launching successful products, executing go-to-market strategies, and steering companies toward profitability through strategic vision and financial acumen.

## PROFESSIONAL EXPERIENCE

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*EnergyFunders, San Antonio, TX • Senior Advisor & Interim COO*

*8/2023 - 3/2024*

EnergyFunders is a technology-driven private investment platform that connects accredited investors with private market opportunities in the energy sector, facilitating capital raising for energy assets through a streamlined, data-backed process.

- **Strategic Analysis of Firm:** Initiated and led a comprehensive analysis of the firm's financials, asset performance, diligence process, product KPIs, and marketing data, working directly with the CEO. Factored in macroeconomic and sector trends, yielding key objective insights into factors limiting the firm's growth and profitability.
- **Business Optimization Strategy:** Implemented a comprehensive business optimization strategy in two key areas, capital allocation and business development. This strategy effectively addressed poor fund performance, high investor acquisition costs, investor churn, and suboptimal asset level performance.
- **Team and Cost Efficiency:** Immediately transitioned to a new engineering, product development, design (EPD), and IT team, improving output ~300% while reducing costs by 75% and enhancing system of record security.
- **Agile Implementation and Process Reengineering:** Overhauled product and engineering processes to adopt Agile methodologies, significantly enhancing cross-functional collaboration, speeding up iterations, and minimizing waste.
- **Customer Relations and Process Optimization:** Took on the role of primary liaison for investor relations, driving improvements in customer experience (CX) and operational efficiency by closely collaborating with the CEO, sales and marketing teams to refine user interaction strategies and optimize processes.

*Prometheus Alternative Investment • Chief Product Officer*

*12/2021 - 4/2023*

Prometheus was a seed stage 8VC/Peter Thiel backed fintech company aiming to connect private fund managers (GPs) with prospective investors (LPs) in a novel digital setting that combined a social graph and a compliant accredited investor marketplace where LPs can directly allocate capital into private funds.

- **Strategic Leadership and Team Restructuring:** Spearheaded the strategic realignment of the engineering and product design teams to enhance productivity. Led a rapid overhaul and assembled a new team, reducing the development cycle of core iOS and desktop applications from nine months to 12 weeks.
- **Financial Strategy and Cost Management:** Advised the CEO and CFO on adapting the company's growth strategy to extend the financial runway amidst challenging macro conditions, resulting in enhanced financial controls and a 60% cost reduction in Engineering, Product Development, and Design (EPD).
- **Product Vision and Leadership:** Led the product team to define and execute a roadmap that aligned regulatory requirements with user experience, driving both customer trust and platform adoption.
- **Revenue Growth and Product Innovation:** Launched a core product that generated approximately \$50 million in transaction volume shortly after release. Identified and developed a complementary high-margin SaaS business, leveraging minor product adjustments to smooth cash flow of the original "success based" fee model.
- **Marketing and Analytics:** Collaborated closely with the marketing team to enhance user acquisition strategies, improving tracking and attribution, reducing Customer Acquisition Cost (CAC), and maintaining high user quality.
- **Advanced Technology Implementation:** Directed an ML/AI team leveraging foundational LLMs to elevate the user experience in subscription document workflows and the build out of a novel AI driven news aggregation feature. Separately, integrated critical analytics tools such as DataDog RUM and Pendo to monitor investor behavior and identify potential leads.

- **Process Improvement:** Established and continuously refined all product management processes, emphasizing cross-functional leadership and agile methodologies to optimize product delivery and team performance.
- **Regulatory Compliance:** Navigated the complexities of operating within a FINRA-registered broker-dealer environment, ensuring that all platform interactions and transactions met the necessary legal and compliance standards, including KYC/AML checks and accredited investor verification.
- The firm experienced a premature depletion of resources in 2023 due to the abrupt insolvency of a new financial backer against a very challenging broader fundraising backdrop.

*FactSet, Jackson, WY • Senior Product Manager*

*1/2014 - 12/2021*

Joined FactSet (TICKER:FDS) through the firm's acquisition of StreetAccount (see below).

- **Leadership and Product Development:** Spearheaded a team of product managers and analysts to oversee the full lifecycle of critical financial software products from inception to launch, following FactSet's acquisition of StreetAccount.
- **Cross-Functional Collaboration:** Worked closely with engineering, sales, and customer service teams to gather requirements and forge effective product strategies, significantly enhancing product alignment with market needs.
- **Growth and Expansion:** Drove a triple-digit increase in headcount within the StreetAccount unit, reflecting substantial growth and expansion under my leadership.
- **Market Analysis and Strategic Planning:** Conducted detailed competitive analysis and market research to pinpoint trends and opportunities in financial data solutions, informing strategic decisions.
- **Stakeholder Engagement:** Managed communications with key stakeholders, delivering regular updates and strategic insights that guided senior management in making informed decisions about product directions and future roadmaps.
- **Innovative Marketing Initiatives:** Independently developed and launched two podcasts during the COVID-19 pandemic as innovative marketing tools. These podcasts demonstrated the capabilities of our products and became a crucial part of the sales team's lead generation strategy, continuing to drive user engagement and attract new customers.

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

*12/2010 - 12/2013*

- **Qualitative Equities Analyst:** Was responsible for real time qualitative analyst duties across all publicly traded US equities within a team of ten people. This served as a catalyst for me to develop a very strong understanding of macroeconomics, public equities, financial reporting and what is material for a market/security.
- **Product Management:** Co-led product management duties 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.

*Brines Consulting LLC, Jackson, WY • Owner*

*1//2010 - Current*

Strong track record of sustainably growing SMBs leveraging technology tools alongside best practices in operations and finance. Example clients include:

- **Silber Performance (2016-2020):** Digitized the company's product offering via utilization of Shopify and served as product manager for a core piece of technology developed through engineering of vehicle ECU to control fueling requirements for Silber's custom turbocharger systems. Facilitated the entire GTM strategy. Drove sales from \$400K/yr to \$4.7M/yr in 5 years. Highly disruptive powersports performance company.
- **Epic Pickleball Club (2024):** Led the redevelopment of the website, integrating CourtReserve for seamless court booking and scheduling. Implemented SEO strategies, enhanced user experience, and optimized the customer journey to boost member engagement and retention. Improved operational efficiency and revenue growth. Spearheaded efforts to refine the club's digital presence, driving down CAC and increasing LTV through targeted communications and data-driven improvements.

## EDUCATION

*BA in Finance • University of Colorado, Boulder*

*Graduation Year (2007)*