

BRADLEY SCOTT

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As a startup founder and an experienced product management and business leader, I'm comfortable with every aspect of launching products. I have a track record of conceptualizing and executing a roadmap, and turning it into a profitable business. My focus is on understanding an industry, its competitors, and its innovators, and using that knowledge to develop a strategy that will create scalable growth, happy clients and users, and of course, revenue.

WHAT I DO BEST

- **Engagement** in market and competitive research to determine product vision, with direct and continuous feedback from clients and users
- **Coordination and execution** of a holistic go to market strategy for new products
- **Communication** of business strategy and results to C-level executive team/investors on a periodic basis
- **Direction** of product prioritization, execution, and deployment across multiple geographically-separated engineering teams

PROFESSIONAL EXPERIENCE

Andela

Mar '18 – Present
New York, NY

VP, Product

Currently leading strategy and execution for all client-facing and internal products supporting Andela's mission of powering today's technology teams and investing in tomorrow's leaders. Product suite includes externally facing tools for distributed team management and performance measurement as well as learning technology supporting behavior-driven skill development and scaffolding.

Achievements & Responsibilities:

- Leading a fully-distributed product team of 14 (junior PMs, PMs, Directors)
- Launched Andela's first client-facing product leveraging analytics to manage developer performance
- Designed and implemented a quarterly prioritization process from scratch (had no process previously) driven by business value
- Sourced and integrated Andela's first acquisition of a small learning technology company, establishing the LearnTech product group at Andela
- Serving as executive sponsor on client engagements driving customer-first mentality within the Technology group

Etch

Jan '16 – Mar '18
New York, NY

Co-founder, Product & Marketing

Etch is an iOS app that lets you save your favorite places and share them in a closed network environment with friends. We bootstrapped Etch on nights and weekends for 1.5 years until leaving our jobs to focus 100% of our efforts on it in May of 2017. We launched a native Swift version of Etch in the iOS App Store in early 2017 and iterated continuously, releasing meaningful new features to the App Store at least once a month.

Achievements & Responsibilities:

- Over 5000 users organically (no marketing budget)
- Securing in-kind exclusive partnerships with promotional event organizers
- Managing product roadmap, development, and testing
- Leading fundraising efforts
- Writing a weekly newsletter to drive engagement

S&P Global

Jan '17 – May '17
New York, NY

Senior Director, Global Head of Professional Services & Government Segments

Global business unit leadership for S&P Global Market Intelligence's Professional Services (consulting, advisory, law) and Government segments, with \$140M in annual revenue.

Achievements & Responsibilities:

- Set strategic direction including product, marketing, and sales tactics
- Managed global P&L for both segments, achieving new sales, revenue, and expense targets
- Delivered quarterly business performance reviews to C-level leadership team

S&P Global
Sep '15 – Jan '17
New York, NY

Senior Director, Global Head of Product Management

Following the acquisition of SNL Financial was promoted to Senior Director and charged with oversight of product management for S&P Global's Non-Financial Corporates and Investor Relations segment during integration, representing \$300M+ in annual revenue.

Achievements & Responsibilities:

- Tasked with determining the product vision and roadmap for desktop and excel products used by thousands of professionals at public and private corporations
- Led company wide internal training on Go To Market best practices and rollout of framework to entire product management organization at S&P Global's Market Intelligence division
- Facilitated approval for product enhancements totaling >\$2.5M in budget

SNL Financial
Acquired Sep '15
Mar '14 – Sep '15
New York, NY

Director, Product Management & Industry Head

Oversaw the strategic direction and P&L of SNL's investor relations website hosting platform (\$10M annual recurring revenue), including both market positioning and product development efforts.

Achievements & Responsibilities:

- Exceeded all financial targets including sales (130% of budget), revenue (106% of budget), and profitability (62% contribution margin) for 2014.
- Conceived and executed a complete overhaul of the IR web hosting platform with a software development budget of \$750K, resulting in a fully responsive framework built on an efficient and sustainable API architecture
- Coordinated a large scale audit and overhaul of security practices and controls related to the IR business, including an SSAE 16 Type II certification
- Contributor to CNBC, IR Magazine, IR Update; guest lecturer on technology in investor relations for Fordham University's Masters in Investor Relations program

SNL Financial
Mar '09 – Mar '14
Boston, MA

Senior Product Manager

Achievements & Responsibilities:

- Successfully achieved target of three major product releases in 2012, 2011, and 2010, including a complete back end platform overhaul and major functional and design enhancements, meeting all scheduled company-wide deliverables
- Product development efforts and sales support allowed team to exceed overall sales and revenue budget since taking on the Product Manager role
 - 122% of FY sales target for 2013
 - 123% of sales target and 108% of revenue target in 2012
 - 140% of sales target and 112% of revenue target in 2011

SNL Financial
Jul '07 – Mar '09
Charlottesville, VA

Manager, Investor Relations Product Operations

Responsible for SNL Financial's IR Product Operations Group, including US and overseas client support, operations, and testing to improve support standards and operational efficiency to maintain retention rates and drive revenue increases.

EDUCATION

Tufts University Bachelor of Arts, Economics, 2002-2006

PROFICIENCIES & LANGUAGES

- Agile/Scrum product development
- Salesforce
- Hebrew – conversational

HOBBIES & INTERESTS

- Skiing
- Guitar
- International travel