**Brian Gaden**

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**HERE** 2016 – Current

#### Global leader in navigation, mapping and location experiences. Building the world's leading location cloud, which connects a broad range of devices.

#### Sr. Product Manager

■ Led feature roadmap for AWS-based vehicle behavior analytics product targeting the Insurance Industry.

■ Quantified business opportunities in the government and commercial sectors.

■ Drafted product vision and prioritized gaps in development to meet customer deadlines and ensure long term product viability.

■ Responsible for analytics and data science product for event reporting and safety / notification system.

● Launched successful multi-year pilot projects in the EU and North America.

**TomTom** 2013 – 2016

#### Amsterdam-based leader in navigation software, maps and fitness products. Products include mobile applications, in-car navigation and fitness GPS watches.

#### Sr. Product Manager

■ Defined product roadmaps and prioritized features on global software releases for portable vehicle navigation systems.

■ Chosen to manage Junior Product Managers and regional product test teams.

■ Led cross functional teams to deliver digital products.

■ Represented the voice of the US customer for feature development and strategic corporate investments.

■ Led user experience testing/UAT and product perception/usability studies.

● Launched mobile app (Android & iOS) to enable connectivity and purchasing of content and services.

● Launched connected navigation devices in North America -> 50% rise in product margin.

● Launched the 4th generation GPS sports and fitness watch platform in the US.

**Motorola Mobility** 2011 – 2012

#### Global supplier of Android mobile devices designed to make customers lives easier. Products included Mobile phones, tablets and smart software solutions.

#### Product Manager - Software

■ Managed software & applications on Android performance smartphones and tablets.

■ Defined and drove product vision, key value propositions and software experiences.

■ Prioritized improvements in mobile user experience.

■ Drive feature-based usage analytics to reduce IP royalty -> 27%+ cost savings.

● Launched Droid XYboard Tablets & PHOTON™ Q - worldwide product releases.

**Westell Technologies** 2007 – 2011

#### Major supplier of consumer networking equipment to wireless and wireline carriers.

#### Product Line Manager

■ Instituted an Agile (Scrum) process for software development. (on shore and offshore mixed development)

■ Created product requirements (Epics and User stories) and led cross-functional design teams.

■ Defined SDK, APIs and Mobile Application framework (iOS & Android).

■ UX (User Experience) design lead on consumer web and management/back-end systems.

● Awarded company-wide prize as “Top Product Manager”.

● Launched new high-speed access products increasing incremental revenue from $0.3MM to $24.6MM/YR

● Launched hybrid cloud service (SaaS) including mobile apps, e-commerce and billing.

**Copia International** 2001 – 2007

#### Software “start-up” focused on B2B and enterprise markets. Developers of large, scalable messaging solutions and programmer tools.

#### Co-Owner/Director

■  Co-Owner - Primarily responsible for product and marketing teams with engineering roadmaps

●   Drove growth strategies (marketing)

●   Led product strategy & championed implementation of a hosting environment and business plan for a cloud-based messaging platform resulting in +$1 million YOY revenue.

# **Education**

**University of Illinois @ Urbana-Champaign**

## Bachelor of Science - Electrical Engineering (BSEE)

Graduate Program: University of Illinois - **Strategic Technology Management Program**

Certifications: International Software Product Management Association - **ISPMA Certified**

# **Product Recognition**

Westell UltraLine Series3 and Homecloud: 2x Consumer Electronics Association CES Innovations Honoree