

Brian Gaden

(630) 670-5961 - bcg@briangaden.com

www.briangaden.com - Twitter: @bcgaden - LinkedIn: <https://www.linkedin.com/in/bcgaden>

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