

Brandon S. Dement

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AREAS OF EXPERTISE

Developing and executing product roadmaps
Product Quality and Support
Lean/Agile coaching
BCS Agile certified practitioner (VFQ)
IIS Web server
Windows, Mac, Linux and mobile platforms
Proven team manager of Dev/POs

Project & Product Management
Scrum PO Certified
Certified Scrum Professional
Certified Scrum Developer
Mobile, Web, Desktop app PO
SaaS CRM design (SFDC)

EXPERIENCE

Charles Schwab
Sr. Manager, Digital Product Management & Operations

Nov. 2020 – Mar. 2025

- **Product Lead for the Schwab design system** - a web and mobile platform design system consisting of platform neutral:
 - Components
 - Design patterns
 - Documentation & standards
 - Templates & Layouts
 - Maintained tech modernization roadmap
- **Operations lead of end to end workflow**
 - Drove process efficiency via agile transformation of team
 - Scaled into 3 teams using common sense agile principles and removing slow scaling frameworks
 - Reduced idea-to-production time from 9 months to 6 weeks
- **Managed a team of Product Owners and Designers (UI and UX)**
 - Established practices of creating strategic briefings to accelerate delivery
 - Created an “on-glass” approach to design to remove slow review cycles of designs to move the team to working software
 - Implemented Cost Of Delay prioritization

Safran Passenger Innovations
Product Owner and Agile Coach

Apr '19 – Apr '20

- Product Owner for OEM engagement with Boeing and Airbus
 - Owned roadmap and backlog for OEM/Vanilla product
 - Core feature development (full stack HW – UI)
- Agile Coach
 - Coach and mentor three development teams
 - Coach and mentor the Product Owner team
 - Coach and mentor the leadership team
 - Developed Scrum and Business Agility training program
 - Developed Kanban training for Scrum teams
 - Developed Kanban training and continuous improvement cycle
 - Developed and coached Cost Of Delay
 - Developed and coached product developers making powerful proposals to their
 - organization
 - Mentored Scrum Masters in coaching accountability and continuous improvement
 - Lead business agility initiative to strengthen our framework

Western Digital Corporation: Irvine, CA
Sr. Manager, Product Owners & Development

Sept '16 – Apr '19

- Responsible for managing a team of Scrum Product Owners for our Marketing technology team. I fulfill the role of "Chief Product Owner" for our scrum of scrums.
- Oversee our Mar-tech Agile Center of Excellence and be a key lead in transforming our Mar-tech team to Agile Scrum & Kanban.
- On Western Digital's Enterprise Business Agility team as a Lean-Agile coach helping to transform key organizations within the company to increase their agile fitness levels by providing class-based training, and team-level coaching.
- Develop learning pathways for our agile teams to develop teams, leaders, developers, Scrum Masters & POs, and new agile coaches/change agents
- Developed half-day workshops for agile principles, leadership, scrum, Kanban, and scaling organizations

Western Digital Corporation: Irvine, CA
Product Line Manager – My Cloud

June 2013 – Sept. '16

- Organizing the product segments, target market, and product strategy for a rolling 36 months of WD My Cloud consumer products. My Cloud is the number one selling NAS drive with over fifty percent of the market share measured by units shipped
- Engage in business development to add third-party capabilities to the product line including facial recognition, media serving, GoPro users, and WeChat for users in China
- Executing the product development and release of the My Cloud consumer products line in both a product definition, and agile product owner role
- Conduct market research, and macro-economic research to create ROIs for products to support growth through placing the right products in the right segments and regions
- Developed the strategy for strategic OEM products where the company would license technology and deliver white label product solutions

Western Digital Corporation: Irvine, CA
Quality Product Manager

April 2010 – June 2013

- Responsible for reporting, tracking, and driving software problems and fixes world-wide from WD's customer base
- Lead level 3 / SQA level support team for WD Branded products
- In charge of the quality reporting program for WD Branded products including reporting to executive management on quality, NPS, call paretos, and critical customer issues
- Report and collaborate on solutions for problems reported in the field
- Ran sustaining issues task force to communicate field issues to mid-level and executive management
- Responsible for focused launch reviews on WD Branded Products
- Implemented defect tracking system for Customer Support
- Qualified Marketing and Program requirement documents for customer service
- Responsible for the training and development of troubleshooting plans world wide
- Responsible for developing and maintaining troubleshooting steps and guidelines
- Responsible for monitoring customer satisfaction by driving user experience in Branded Products engineering / development

Additional History available on request

EDUCATION

National University: Costa Mesa, California
Bachelors of Business Administration in progress