

Andrew Brinkman

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I turn messy, retention-challenged products into growth engines. At Buildertrend, I helped lift logo retention by 20+ points. At Hudl, I built a \$25M+ sports analytics-as-a-service product and business line from scratch. At Sling TV, I led the product strategy that delivered four consecutive quarters of subscriber growth—the first since 2018.

I'm most effective in vertical SaaS, streaming, and complex B2B domains where product, onboarding, and GTM need to work as a system to drive retention and expansion. I also care deeply about developing product talent: I've transitioned multiple people into PM roles, and several former direct reports now lead their own product teams.

CORE STRENGTHS

Strategy & Execution: Product strategy, 0→1 product development, retention & expansion, growth & engagement, experimentation & analytics, PLG & self-serve

Domains: B2B & vertical SaaS, streaming/DTC, onboarding & implementation, AI-assisted workflows

Leadership: Org design & product operating systems, GTM & CS partnership, board/investor communication, PM coaching & talent development

WORK EXPERIENCE

VP Product Management, Core

Buildertrend • Aurora, CO • 09/2023–Present

Previous role: Sr. Director of Product (2023–2024)

Buildertrend is a vertical SaaS platform for residential construction serving 20k+ builders. I lead Core product strategy, overseeing 11 cross-functional teams in a 115-person product/engineering org and a 12-person PM team.

- **Lifted annualized logo retention by 25+ points:** Reframed product strategy around production and financial workflows mapped to the job lifecycle, making these the backbone for positioning, renewals, and CS engagement—with even stronger gains in our target ICP.
- **Simplified financial workflows end-to-end:** Doubled adoption of job-costing budget by fixing legacy calculation issues, adding cost-plus/open-book support, and connecting estimating → budgeting → purchasing → invoicing so the product matches how builders actually run jobs.
- **Launched Buildertrend's first generative AI workflow:** Automated builder-to-client updates that save ~45 min/job/week (based on usage data) and drive deeper engagement with the core workflows that feed richer updates.
- **Defined the implementation and activation path for new customers:** Built in-product setup tracking and partnered with CS/PMM/Implementation to roll out success metrics and segment-specific playbooks.
- **Rebuilt the GTM operating model after Product Ops was eliminated:** Introduced a tiered release/launch framework and initiative-level collaboration model with CS and PMM that's now the standard operating rhythm.

VP Product

Bonusly • Boulder, CO • 03/2022–04/2023

Head of Product for a ~\$20M ARR Series B employee recognition platform, reporting to the CEO, leading four PMs plus IT & Security, and serving as the board-facing product leader through our Series B raise.

- **Shifted enterprise ARR mix from <5% to ~15%:** Pivoted from feature-parity roadmapping to an enterprise-ready, analytics-led strategy focused on core recognition—while sustaining SMB/mid-market retention.
- **Killed a two-year investment that wasn't working:** Sunset an undifferentiated survey product that lacked positioning, hadn't been incorporated into pricing/GTM, and wasn't helping customers or the business—freeing resources to focus on core recognition and enterprise readiness.
- **Led a six-month platform re-architecture:** Reduced defects, improved reliability, and increased engineering throughput—including Auth0 migration and SOC 2 compliance to ease enterprise security reviews.
- **Expanded TAM via Merge.dev partnership:** Enabled 20+ HRIS integrations and cut per-integration timelines from months to under a week.
- **Delivered a white-label deployment for Disney:** Partnered with Disney's Media & Entertainment Division to build APIs and functionality enabling a bespoke internal front end on Bonusly—a key proof point for enterprise readiness that supported other large customer wins.
- **Simplified billing and seat reconciliation:** Moved from a fragile daily model to weekly/monthly cadences, reducing billing errors, credits, and executive escalations.
- **Improved PLG performance:** Redesigned free trial and onboarding into a stronger self-serve motion, lifting trial-to-paid conversion and LTV:CAC in SMB/mid-market segments.
- **Data-driven improvements:** Implemented Amplitude to understand how recognition patterns were linked to retention, enabling in-product manager nudges and analytics dashboard enhancements that reduced end-of-month usage spikes and supported ~15% better close rates in competitive deals.

Director of Product, Growth and Engagement

Sling TV • Englewood, CO • 03/2021–03/2022

Second-most senior product leader on a \$1B+ DTC live TV streaming platform with 2.4M+ subscribers. Owned strategy across 10 cross-functional teams focused on acquisition, retention, monetization, and in-app experience.

- **Delivered four consecutive quarters of YoY subscriber growth:** First growth since 2018, achieved by aligning product bets to the highest-impact acquisition and retention levers.
- **Used data to kill a feature with founder-level visibility:** Discovered “Watch Party” users were gaming the co-watching feature for free access and had significantly lower LTV than non-users. Presented findings to key execs and sunset the feature despite their prior commitments to expand it to other viewing platforms.
- **Led a full redesign of the streaming experience:** Overhauled TV and mobile apps, improving time-to-video, viewing time, and satisfaction scores.
- **Built a high-cadence A/B testing program:** Established experimentation across acquisition, onboarding, and retention flows, driving measurable lifts in conversion, retention, and ARPU.
- **Rebuilt and scaled the Growth & Engagement product org:** Hired and ramped 7 PMs in 12 months, clarified team charters, and increased execution capacity across the subscriber journey.

VP Product

Hudl • Lincoln, NE & London, UK • 01/2013–03/2021

Previous roles: VP Product Management (2016–2018) • Lead Product Manager (2013–2016)

Progressed from Lead PM to VP over eight years, ultimately setting product strategy for six cross-functional teams and eight products powering a \$175M+ ARR sports video and analytics platform used worldwide.

- **Built Hudl Assist from zero to \$25M+ ARR:** Conceived, pitched, launched, and scaled a sports analytics-as-a-service offering where coaches send game film and receive broken-down video and stats. High margins, strong retention, and still a core part of Hudl's business today.
- **Grew high-school basketball market share from <40% to >80%:** Led development of Hudl's core basketball product over roughly three years; also launched a video-driven fundraising product that generated \$10M+ for schools.
- **Led a full redesign of Hudl's mobile apps:** Overhauled iOS and Android experiences, improving performance, usability, and activation/retention across coaches and athletes.
- **Rebuilt the PM function (~25 PMs):** Shifted teams from project delivery to discovery-led work, introduced Scrum and Agile Coach roles, and designed a quarterly planning/"bets" framework that aligned product investment with company strategy.
- **Launched an Associate PM program:** Built a pipeline of high-potential product talent and strengthened internal mobility across the org.
- **Led M&A product integration for Krossover acquisition:** Migrated hundreds of thousands of games (including both video and statistics) while retaining >95% of acquired customers.
- **Adapted product strategy through COVID-19:** Accelerated streaming and monetization capabilities—including deeper integration of Hudl Focus (AI-powered camera) into film-exchange workflows so schools could generate revenue despite canceled ticket sales.
- **Developed PM talent across the org:** Identified high-potential people in other roles and coached them into product—many now hold product leadership positions at Hudl and other companies, including two current Heads of Product.

Product Manager

PenLink • Lincoln, NE • 05/2011–01/2013

Previous role: Quality Assurance Engineer (2011–2012)

Project Coach

Raikes School (University of Nebraska–Lincoln) • Lincoln, NE • 08/2010 – 05/2011

Software Engineer

IBM • Rochester, MN • 06/2008–03/2010

EDUCATION

Master of Business Administration

University of Nebraska—Lincoln • Raikes School of Computer Science and Management

Lincoln, NE 05/2010–08/2011

Bachelor of Science in Management

University of Nebraska—Lincoln • Raikes School of Computer Science and Management

Minor: Computer Science

Lincoln, NE 08/2004–05/2008