

# Kayla E. Brizo

www.KaylaBrizo.com

+1-917-482-2857

KBrizo@gmail.com

New York, NY

## Current Experience

### **Blue Label Labs**

*November 2020 - Present*

#### *Lead Product Manager*

Work closely with existing enterprise companies to create from the ground up complex customer mobile application experiences and ground breaking platforms.

Spearhead internal development of product management standards across all projects in addition to growth of product management practice as a facet of business development and client engagements.

### **Sony Music Entertainment**

*July 2019 - February 2020*

#### *Interim Director of Product/Lead Product Manager (Contract), Data + Analytics*

Lead a team of four product managers across a variety of web, mobile, and administrative platforms. Coordinate across the different product teams as well as between the products, data warehouse, DevOps, and data science teams to bring innovative products to internal users

Manage the development of Sony Music's first externally focused mobile application including stakeholder management, requirements gathering, competitive analysis, market analysis, and engineering schedule

Coordinate with and manage the Data Science team to transition from a purely R&D model to functional, user centric, data science fueled, product features

Develop processes for cross-functional product launches, adoption of agile best practices, data-first decision making, and mentor junior team members in product management best practices

### **Forbes Media LLC**

*February 2016 - July 2019*

#### *Senior Product Manager, Forbes Digital Group*

Spearhead the development, roadmap, and UX decisions of a new, custom, internally-developed CMS for a new line of interactive article content in addition to maintaining legacy products through end-of-life.

Support and manage large scale, cross-platform projects with multiple internal stakeholders involving front end, back end, API, user data management and DevOps changes

Formerly managed the front end templates of the Forbes website including article, gallery, homepage, microsities, PWA projects, and innovative trials in mobile list experiences. During this time created a series of A/B tests to support UX changes as well as utilized data available from Google Analytics and Domo to inform those decisions.

## What I Excel At

Motivating cross functional teams to come together to do their best work.

Understanding complex technical concepts and easily communicating those concepts with both engineers and non-technical stakeholders.

## Education

### **Binghamton University (SUNY)**

School of Management  
Management Information Systems  
Marketing  
Class of 2008

## Previous Experience

### **HappyFunCorp**

Product Engineering Firm  
Product Manager, 2014-2016  
Guide non-technical startup founders through software development lifecycle building apps and websites

### **NinjaStack**

Product Engineering Firm  
Project Manager, 2014-2015  
Managed team of back-end and front-end developers in the creation of web based applications

### **Scholastic**

Educational Software  
Marketing Manager, 2012-2013  
Lead product support marketing team efforts in creation of direct to consumer marketing including direct mailing and e-mail campaigns.

### **Canon USA**

Enterprise Productivity Software  
Software Marketing Specialist, 2008-2012  
Multifaceted role in marketing, technical support, and product planning for office productivity software.