

Kayla Brizo

Tel: 043-459-3951 KBrizo@gmail.com www.KaylaBrizo.com

Melbourne, VIC

Relevant Experience

BlueLabel

November 2020- November 2023

Director of Product

- Led globally dispersed teams in the creation of React Native mobile applications in the e-commerce, quick service restaurant, telemedicine, news media, and social media verticals.
- Managed a team of six product managers providing career guidance and growth opportunities through professional development activities including Jira training, creating communication/documentation processes, roadmap management, and customised growth plans for each team member.
- Conducted Design Sprints to help clients develop their business plan, product market fit, and positioning strategy prior to commencing development work on the project.
- Maintained high client satisfaction and role as a trusted technical advisor to clients resulting in a 26% increase in contract extensions and development roadmap expansions.

Sony Music Entertainment

July 2019-February 2020

Lead Product Manager/ Interim Director of Product

- Directed a team of four product managers across a portfolio that included web, mobile, and administrative platforms.
- Orchestrated seamless coordination between product teams, fostering collaboration and cooperation across business units. Mentored junior team members in product management best practices, fostering professional growth and skill development.
- Championed the creation of Sony Music's first externally focused data science driven mobile application, from inception to delivery. Managed stakeholder engagement, requirements gathering, competitive and market analysis, and engineering schedules across subsidiary companies and record labels. This resulted in the groundbreaking launch of an MVP for artists within six months.
- Collaborated closely with data science teams to transition from an R&D focused model to one centered on functional, user-first, data-driven product features to enhance decision making with record label executives.

Forbes Media

February 2016-July 2019

Senior Product Manager

- End-to-end product owner leading the development, roadmap, and user experience (UX) of a custom content management system (CMS) for a new type of interactive article content that led to a 30% increase in sponsored content revenue in the first year after launch.
- Managed large scale, cross-platform projects with multiple internal stakeholders involving front end, back end, and API development from inception to launch.
- Prior to shifting to backend products, managed the front end templates of the Forbes website including article, gallery, homepage, and microsites. During that time utilised A/B tests to gather and analyse data from Google Analytics, Domo, and ad serving platforms to determine which UX changes would lead to increasing content consumption.

What I Excel at

Breaking down complex technical concepts for non-technical people.

Building teams and fostering highly motivating, collaborative, and fun work cultures.

Quickly becoming a subject matter expert on my products regardless of previous industry experience.

Work Experience

HappyFunCorp

Design & Engineering Firm

Product Manager

2014-2016

NinjaStack

Design & Engineering Firm

Project Manager

2014-2015

Scholastic

Educational Software

Marketing Manager

2012-2013

Canon USA

Software Marketing

Specialist

2008-2012

Education

Monash University

Global Executive MBA

Melbourne, AUS

Expected Completion: October 2024

Binghamton University

(State Univ of New York)

MIS, Marketing