

Brett Kosinski

Edmonton Alberta, Canada

☎ 780-680-7548 | ✉ brett@b-ark.ca

Profile

Senior technical Product Manager with over 15 years of experience launching business-critical applications in a rapidly evolving start-up environment. Avid self-learner with a unique ability to quickly assimilate new concepts and put them into practice. Experienced and enthusiastic teacher, mentor, coach, and manager, possessing excellent leadership skills. Exceptional writer and communicator for both technical and non-technical audiences.

Skills

Leadership • Coaching • Performance Management • Writing • Communication • Process Management • Policy Development • Strategic Planning • Roadmapping • Systems Analysis • Software Development

Professional Experience

INVIDI Technologies

2002 - Present

INVIDI was founded in 2000 in Edmonton, Alberta to develop technology for enabling addressable advertising on cable, satellite, and IPTV infrastructure, and is now an award winning, industry leading vendor in this space.

VICE PRESIDENT OF PRODUCT MANAGEMENT

MAY 2020 - PRESENT

SENIOR DIRECTOR OF PRODUCT MANAGEMENT

MAY 2018 - MAY 2020

DIRECTOR OF PRODUCT MANAGEMENT

JUL 2016 - MAY 2018

Worked with a team of senior Product Managers to define the vision and roadmap for an industry-leading targeted television advertising solution, while also managing, coaching, and mentoring a group of talented Product Owners.

Accomplishments:

- Led or assisted in hiring and onboarding a team of Product Owners who now drive product execution across over twenty teams located in Canada, the United States, Sweden, and India.
- Successfully managed, coached, and evaluated staff working on a variety of critical projects.
- Enabled rapid growth of the team by driving the development of best practices across the department.
- Led the development and successful deployment of INVIDI's first IP-based ad tech solution in collaboration with our first international customer.
- Key contributor as INVIDI launched an initiative to build our next generation product and transition to software-as-a-service.
- Represented INVIDI in high-level conversations with customers as part of our SaaS transition.
- Participated in due diligence during the acquisition of the Stockholm-based Videoplaza unit of Ooyala, and provided key leadership in the blending of organizations during the post-acquisition transition period.

PRODUCT MANAGER

APRIL 2014 - JULY 2016

Worked with leadership throughout the organization to transform INVIDI into a strategy-driven, product oriented company, while collaborating with technical and non-technical stakeholders to translate strategic vision into product execution.

Accomplishments:

- Selected by the executive team to firmly establish Product Management as a key function in the company.
- Transitioned the organization from a 1-2 year release cycle to delivering every 4-6 months, greatly accelerating the launch of new features in the market.
- Worked directly with customers and internal stakeholders to define and prioritize new features.
- Developed our process for managing and executing customer feature requests in parallel with strategic product work.
- Played a critical role in our transition to Agile Scrum, including establishing the Product Owner role.
- Launched our Sentinel monitoring product in order to fill a critical gap in our offering.
- Recognized by the National Academy of Television Arts and Sciences for contributions to Targeted Household Advertising on Linear Television.

SENIOR SOFTWARE DEVELOPER

APRIL 2010 - APRIL 2014

SOFTWARE DEVELOPER

AUGUST 2006 - APRIL 2010

ASSOCIATE SOFTWARE DEVELOPER

JUNE 2002 - AUGUST 2006

Both led and contributed to numerous software projects in the company, including early phase proof-of-concept projects through later revenue generating products as the company transitioned from early startup to successful ad tech vendor.

Accomplishments:

- Contributed to early proof-of-concepts during INVIDI's nascent startup phase that ultimately led to our first committed customer deployment.
- Developed an emulation system used to execute embedded settop code and cable plant infrastructure on commodity hardware.
- Developed critical reporting and workflow enablement tools required to launch INVIDI's first revenue generating deployment.
- Led a small team developing INVIDI's first data warehousing and reporting platform.

Education

University of Alberta
Honours Bachelor of Science, Computing Science
1997 - 2002

Publications

- A Priori Scheduling of Multiple Assets Within a Collection of Asset Delivery Opportunities (ca 2831128)
- A Priori Scheduling of Multiple Assets Within a Collection of Asset Delivery Opportunities (us 9961379)
- A Priori Scheduling of Multiple Assets Within a Collection of Asset Delivery Opportunities (us 9530148)
- RFC 3520 - Session Authorization Policy Element