

Brian Bullock

Senior Product Manager

Evans, GA | brian.bullock27@outlook.com | 602-369-6847 | [linkedin.com/in/bbullock27](https://www.linkedin.com/in/bbullock27)

PROFESSIONAL SUMMARY

Field-service focused Senior Product Manager with 10+ years of experience building and scaling contractor-side SaaS and mobile platforms across home services ecosystems. Proven track record owning end-to-end operational workflows from supply-side activation and field execution to retention for nationwide networks of service providers. Experienced in translating complex, multi-step operations into intuitive product experiences that reduce manual work and drive measurable efficiency gains. Passionate about building AI-forward tools that give contractors the visibility and control to grow their businesses at scale.

PROFESSIONAL EXPERIENCE

Frontdoor – Remote (HQ: Memphis, TN)

Senior Product Manager | April 2023 – Present

Own product strategy for the contractor-side marketplace platform (contractor persona) serving a nationwide network of service providers.

- Define and execute roadmap for Contractor Portal, improving supply-side engagement and increasing contractor activation and retention by 20%.
- Lead cross-functional initiatives across engineering, UX, operations, legal, and analytics to scale marketplace capabilities and improve network quality.
- Launched enhanced vendor management features to streamline onboarding, improve compliance tracking, and increase operational transparency.
- Optimized contractor mobile app experience, increasing adoption by 15% within six months and improving in-field workflow completion rates.
- Partner with data teams to define KPIs across activation, retention, engagement, and fulfillment performance.
- Embed AI tools throughout the product development lifecycle from discovery synthesis to prototype iteration to accelerate decision-making and reduce manual planning overhead.

Product Manager | October 2021 – April 2023

- Spearheaded re-platforming of native mobile application to Flutter, reducing development cycle time by 30% and accelerating feature delivery.
- Influenced executive prioritization through data-backed business cases and cross-functional alignment.
- Promoted within 18 months for delivering high-impact initiatives and leading complex platform transformations.

SmartRent – Hybrid (Scottsdale, AZ)

Product Manager | February 2021 – September 2021

Led strategy for Self-Guided Tours product within a multi-sided property technology ecosystem.

- Defined product vision and roadmap for digital access and identity verification workflows across enterprise property clients.
- Eliminated 48% of manual operational steps in identity verification workflows through automation and strategic API integrations, improving throughput and reducing friction with the customer verification process.
- Led end-to-end API integration with a strategic enterprise partner, expanding platform capabilities and securing a large-scale client relationship.

Alliance Residential Company – Phoenix, AZ

Senior Business Systems Analyst | May 2018 – February 2021

Operated as a product leader within the Innovations Department to modernize operational systems across a 500+ property portfolio.

- Led integration of 500+ properties post-acquisition with zero downtime, ensuring seamless data continuity and system stability.
- Designed and launched a Deferred Rent Payment Tracker during COVID-19, enabling 400+ associates to manage rent collection workflows and maintain a 95% collection rate across a 500+ property portfolio, matching the national average during peak disruption.
- Introduced technology-driven operational improvements that reduced manual processes and improved reporting visibility.

ENTREPRENEURIAL EXPERIENCE

Founder – DeliverHere (Acquired) | 2017 - 2019

Built and scaled a two-sided delivery marketplace connecting drivers and merchants.

- Drove 30% user growth in 18 months through iterative experimentation, onboarding optimization, and marketplace expansion strategies.
- Designed driver activation workflows and retention loops to improve marketplace liquidity.
- Successfully exited via acquisition by Engrain.

Founder – Vendment (Acquired) | 2020 - 2021

Launched a PropTech vendor discovery marketplace focused on ecosystem visibility and platform growth.

- Built vendor onboarding model and discovery framework to improve supplier visibility and engagement.
- Developed monetization strategy aligned with marketplace dynamics.
- Successfully exited via acquisition by InnovativeNOI (PropTech IQ).

SKILLS

Product Strategy & Execution

Marketplace Strategy | Platform Product Management | Roadmap Development | Supply-Side Activation | Customer Discovery | Agile-Scrum | KPI Definition | Experimentation & A/B Testing

Technical & Analytics

API Integrations | SaaS Platforms | Mobile Product Development | AI-Assisted Product Development | Workflow Automation | Google Analytics | JIRA | Data-Driven Decision Making

EDUCATION

MBA, Marketing

Grand Canyon University | 2018