Brian Hansen

Product Leader

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PROFESSIONAL SUMMARY

Product leader with nearly 20 years building SaaS platforms across EdTech, fintech, and global e-commerce. Launched Brightpath, unifying three acquired products into one platform serving ~2,500 school districts that has delivered more than 750,000 aptitude assessments and over 1 million industry certification exams. Retained $656K/year in statewide contracts by turning around adoption of its Work-Based Learning product. Joined YouScience as its first product manager and built the product function, hiring and leading a team of 4 PMs; owned pricing on the executive team and shipped customer-facing AI, including an AI resume builder and an AI four-year course planner. Spent five years at a remote-first company, working independently from a dedicated home office and leading distributed teams in Uruguay, India, and Ukraine.

PROFESSIONAL EXPERIENCE

Director of Product Management

YouScience | American Fork, UT **Jun 2021 – Oct 2026**

Career-readiness platform (aptitude assessment, industry certifications, career connections, work-based learning) serving ~2,500 school districts nationwide, with statewide contracts in Utah, Arkansas, and Georgia.

- **Built the product function.** Joined as the company's first product manager, owning every product; hired and led a team of 4 product managers and transitioned a product to each. Owned pricing as part of the executive team.
- **Launched Brightpath (Aug 2023).** Unified three acquired products (Discovery, Precision Exams, NC3T Seamless WBL) into one branded platform with a federated login and centralized design system, directing 4 PMs across five product lines.
- **Turned around Work-Based Learning and retained $656K/year in statewide contracts.** Rebuilt the product from user interviews, migrated thousands of student and employer records, and shipped it ready for the first day of school (Aug 2025), keeping Utah ($480K, part of a $3M statewide contract across ~408 high schools) and Arkansas ($176K, 418 school partners).
- **Simplified the Discovery assessment.** Cut it from 14 modules to 9 and redesigned how results are presented, raising the share of students who spend 5+ minutes with their results from 20% to 87% across two semesters, measured on a new analytics dashboard.
- **Shipped customer-facing AI.** An AI resume builder that assembles a student resume from their aptitude results, earned certifications, and work-based learning activities, and an AI four-year course planner that generates a base schedule and pulls from national course lists when a district has not uploaded its catalog; plus an AI-assisted data migration that matched 78% of records automatically and routed the rest to human review.
- **Led state partnerships and distributed teams.** Worked with the Georgia, Utah, and Arkansas education agencies on statewide mandates (Georgia's BRIDGE Act Individual Graduation Plan, Utah First Credential). Managed vendor developers, designers, and Scrum Masters in Uruguay, India, and Ukraine, and built an AI knowledge-base agent that answered the offshore team's questions instantly, cutting time-zone delays of up to 24 hours.

Senior Product Manager

Progressive Leasing | Draper, UT **Jun 2017 – Feb 2021**

Point-of-sale lease-to-own financing offered through 10,000+ retail partners nationwide.

- Cut the time to complete a lease application by 50%, speeding approval decisions across 10,000+ retail partners and driving 1.5M+ additional applications and a 6% lift in conversion.
- Set the vision for a configuration and A/B testing platform that let the business customize and test the application experience without engineering releases, reducing engineering work by 40%; led a team of 2 developers, 1 QA engineer, and 1 UX designer.
- Moved the product from static releases to continuous, experiment-driven iteration by making it easy to spin up and test new versions of the application for different customer profiles.
- Automated content review and approval workflows so approvers could sign off asynchronously, eliminating hours of recurring approval meetings.

Product Director
MasteryConnect | Salt Lake City, UT **May 2014 – Jun 2017**

SaaS mastery-learning and assessment startup serving 2.5M+ educators, acquired by Instructure in 2019. Joined as employee #19.

- Owned many 0-to-1 projects before the company's sale to Instructure.
- Led a team of 4 product managers and ran a core product team (2 developers, QA, shared UX designer).
- Defined the strategy and process to import and maintain Common Core and state learning standards, making 1M+ standards available to schools nationwide.
- Built third-party item bank partnerships so teachers and administrators could discover and create classroom assessments.
- Designed and launched a system to distribute district benchmark assessments and aggregate results into reporting for 2,000+ districts.

Product Manager
Nu Skin Enterprises | Provo, UT **Apr 2007 – Jul 2014**

Promoted from Web Metrics Analyst to Web Content Manager to Product Manager.

- Led the implementation of a new content management system (Adobe Experience Manager) with reusable building blocks that let non-technical teams publish and translate global web content without developers, then rolled out a new global brand design across all web properties.
- Consolidated the e-commerce platform across 8 global regions onto one common codebase serving 52 market websites in 21 languages, and implemented a translation memory system that cut translation costs 80%.

SKILLS

Leadership: Product strategy and roadmaps · Product lifecycle management · PM team building and mentoring · Pricing · OKRs and KPIs · Distributed and offshore vendor management · Cross-functional, stakeholder, and executive communication

Product practice: Customer discovery and UX research · PRDs, epics, and user stories in SAFe Agile sprint delivery · Requirements and backlog management · Experimentation and A/B testing · Platform consolidation and data migration · Go-to-market, adoption, renewal, and retention

AI: AI-native and agentic product development · Agentic SDLC · LLM knowledge bases and Slack agents · AI prototyping

Domain: K-12 and higher education (Education Connections, Utah First Credential) · State and district partnerships · Educator professional development and help center content · FERPA and WCAG accessibility · Payments and consumer financing · Global e-commerce and localization

Tools: Jira (admin) · Confluence · Salesforce · Userpilot · SQL · Figma · Lucidchart · Git · Cursor · LLM tools (Claude, ChatGPT, Gemini, NotebookLM) · Google Analytics · Adobe Analytics · Clever and ClassLink rostering

CERTIFICATIONS AND TRAINING

SAFe Product Owner / Product Manager (POPM) | FERPA Certification | Coursework: Weber State University (Graphic Design), Salt Lake Community College