

# BRIAN MANIERE

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## PROFILE

Product Manager bridging technology, management, and design. Certified Scrum Product Owner. Strong Agile, digital media, and UX experience. Offering vision and depth leading cross-functional teams to deliver user-focused web, mobile, and API initiatives. Familiar playing most roles on the team along the way. Avid learner and skilled teacher too.

## EXPERIENCE

**Columbia University** New York, NY *May 2017 – Present*

Associate Instructor, Department of Applied Analytics, *Building a Data-Savvy Organization*

Associate Instructor, Department of Information and Knowledge Strategy, *Research-Based Product Design (UX)*

**Instinctual** New York, NY *June 2004 – August 2007; January 2015 – Present*

Proprietor, Product Developer, Solutions Architect, Digital Media and Creative Technology

*NYC.gov, WNYC / National Public Media, iVillage, Coolhunting, MTV, Ultra16, Mythologie Design Partners, others*

**Thomson Reuters** New York, NY *September 2012 – December 2014*

Product Manager

### **U.S. Elections Service**

Led the design and execution of the technology platform that broke the AP's monopoly on live US election results. Data was collected via mobile app from jurisdictions nationwide, published via API. Scrum Product Owner who specified the requirements, set the priorities, and achieved consensus. Defined the API, designed the data analysis applications, managed the technology vendors, guided the integrations.

### **Reuters White Label Web Publishing Platform**

Scrum Product Owner who led the design and development of Reuters' modular and highly customizable SaaS platform for publishing automated web and mobile sites. Specified the requirements, designed the product administration user experience, set the priorities, achieved consensus. Over \$700,000 in first year sales.

### **World Cup White Label Hosted Solution, Data Modules, and API**

Scrum Product Owner who led the development of the Reuters Web Publishing System into a complete white label solution for World Cup news and results: a customizable hosted web platform, a suite of live results modules, a data API, an administration console to manage it all. Served 29 customers in 11 languages. Over \$500,000 in sales.

### **Winter Olympics White Label Hosted Solution, Data Modules, and API**

Scrum Product Owner who led the development of the Reuters Web Publishing System into a complete white label solution for Winter Olympics news and results: a customizable hosted web platform, a suite of live results modules, a data API, an administration console to manage it all. Served 12 customers in 5 languages. Over \$200,000 in sales.

### **Reuters Connect API**

Set the direction, managed the development, and advised customers how to integrate the API solution for searching and ingesting Reuters text, online reports, video, and graphics. Powered over 100 customers and internal systems.

### **Reuters Pictures API**

Led the development and execution of the API solution for searching and ingesting Reuters photography.

**Daylife** New York, NY *July 2010 – August 2012*

Client Services Manager / Sales Engineer

**NBC Universal Local Integrated Media** New York, NY *July 2008 – June 2010*

Senior Web User Interface Developer

**Condé Nast Publications** New York, NY *August 2007 – July 2008*

Senior Front End Web Analyst *Style.com, Men.Style.com*

**The Pratt Institute** Brooklyn, NY *September 2004 – May 2005*

Teaching Assistant *Creating Code for Digital Media*

**Exodus Communications** New York, NY *March 1998 – August 2002*

Technical Account Manager, Project Manager, Internet Application Developer *Merrill Lynch, GE, FXAll, Encompys, Fidelity...*

## EDUCATION

**New York University – The Interactive Telecommunications Program (ITP)** New York, NY

MPS in Interactive Telecommunications, Tisch School of the Arts *2004*

**The University of Pennsylvania** Philadelphia, PA

BA in English Literature, BA in Art History, College of Arts and Sciences *1995*

## EXPERTISE

### Management

Product management, account management, team leadership, vendor management, sales engineering, client services, facilitation, agile methodologies, presentation, oral and written communication.

### Technical

JavaScript, HTML5, CSS3, Sass / Less, Bootstrap, jQuery, PHP, JSP, Apache Velocity, Java, CMS, Processing, Flash, Actionscript, AS3, Max/MSP Jitter, Pd, PIC BASIC, SQL.

### Creative

User experience, product design, wireframing, prototyping, video production, audio production, photography, illustration, improvisation, interactive art.

## PERSONAL

Demonstrated life-long passion for technical and creative innovation, communication, and media.

Fluent English, competent Spanish, basic and quickly improving Portuguese.