

Justin A. Brown

Customer-centric, entrepreneurial, and resourceful leader delivering business outcomes.

- Creating outcomes-driven cultures through focused and substantive strategies.
- Managing product, cross-functional, and agile teams from ideation through launch.

Competencies: Leadership, Strategy, Product Delivery, Operations, Marketing, Monetization.

PROFESSIONAL EXPERIENCE

VIO MEDIA GROUP | Boston, MA

Partner, Sep 2019 – Present

Develop and execute digital media strategies to help advertisers, publishers and technology companies in the areas of business development, product development and operations.

- Specializing in product management and marketing, and programmatic advertising.

EDX / MIT | Cambridge, MA

Director of Product, edX for Business, Aug 2018 – Sept 2019

Oversee product delivery and co-lead general management of edX's B2B business, delivering corporate Learning & Development solutions for our rapidly growing list of F1000 customers.

- Leading a business unit that has driven 4X customer growth over the last 11 months.
- Create experiences that connect businesses and employees with the skills they seek.
- Led our division's goals, strategies, and plans development for fiscal year 2020.

NPR, DIGITAL SERVICES | Boston, MA

Director of Product, Mar 2015 – Oct 2017

Head of Product for an NPR division that achieved strategic objectives for 300 customers, served 20 million monthly users, and continually evolved the SaaS product portfolio.

- Grew a team of product managers that led scrum teams executing against 10 backlogs.
- Delivered largest API-driven platform, resulting in 91% adoption and a 6X spike in traffic.
- Led activities for multiple agile teams as a manager, product owner, and scrum master.

OWNERIQ | Boston, MA

Sr. Director, Product Management, Jul 2013 – Mar 2015

Grew the product management / marketing disciplines to better address market needs, resulting in \$800K in new annual revenue, company's 1st mobile offering, and a tripling of user posts.

- Mentored team of 10 to develop road maps that are goal-driven vs. project-driven.
- Formulated a product offering that led to a \$1M deal with a Top-10 IR500 customer.
- Led weekly reviews for executives on road map progress, milestones, and roadblocks.

Director, B2C Product Management, Jan 2010 – Jul 2013

Grew a cross-functional team of domestic and offshore FTEs to focus on growth and revenue, leading to a doubling of monthly traffic to 4M+ and a 10X revenue surge in 12 months.

- Led a product restructure resulting in a Google search rank increase from #26 to #1.
- Cut BPO costs by 30% by renegotiating 2 crowdsourcing and 3 outsourcing contracts.

Product Owner, Aug 2007 – Jan 2010

Managed and executed our product road map achieving a 17% jump in engagement, a doubling of audience registrations, and a 453% growth in content production.

NAMEMEDIA | Waltham, MA

Operations Manager, Ad Platforms, Aug 2006 – Aug 2007

Matched portfolio capabilities with client objectives, led to 11 successful vertical site launches.

TECHTARGET | Needham, MA

Program Manager, Apr 2004 – Aug 2006

Coordinated people and projects to ensure program's objectives were met and exceeded.

- Achieved a cost reduction of 34% for all client campaigns optimized through program.
- Managed projects for six F500 clients, increased logins (30%) and downloads (44%).

CELARIX | Cambridge, MA

Data Analyst, 2001 – 2003

Delivered daily reports and analysis to global trading partners, identifying data errors and patterns, to help define needed reporting features in our supply chain management software.

TECH & TOOLS

MySQL, HTML, CMS, Jira, ProductPlan, TeamGantt, SmartTask, Monday.com, ClickUp, Trello, Rally, Pivotal Tracker, Basecamp, Sauce Labs, uTest, Salesforce, Google Analytics, Tableau.

EDUCATION

NORTHEASTERN UNIVERSITY | Boston, MA

Bachelor of Science

Dual Concentration: Management Information Systems and Business Administration

KRAV MAGA YASHIR | Boston, MA

Assistant Martial Arts Instructor

Blue Belt rank; teaching self-defense, personal safety and protection, women's self-defense.

CERTIFICATE OF COMPLETION



This Certification is Awarded to:
JUSTIN BROWN

Upon the completion of the Emergency Medical Technician Basic Program with curriculum prescribed by the D.O.T. and the Massachusetts Office of Emergency Medical Services - Approval number **2020-090**.

This student has also been awarded for the completion of training for:

- Nebulizer
- BLS Advanced Airway & Intubation Assistance
- Glucometer
- Narcan Training
- I.V. Maintenance
- Bloodborne Pathogens

This certification is hereby awarded on this

February 13, 2020.



MARK COHENNO,
PRESIDENT

NATIONAL EMS INSTITUTE IS AN ACCREDITED EMT TRAINING INSTITUTION BY THE COMMONWEALTH OF MASSACHUSETTS

DEPARTMENT OF PUBLIC HEALTH, OFFICE OF EMERGENCY MEDICAL SERVICES

BASIC LIFE SUPPORT

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To view or verify authenticity, students and employers should scan this QR code with their mobile device or go to www.heart.org/cpr/mycards.

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Emergency Management Institute



FEMA

This Certificate of Achievement is to acknowledge that

JUSTIN BROWN

has reaffirmed a dedication to serve in times of crisis through continued professional development and completion of the independent study course:

IS-00100.c

Introduction to Incident Command System, ICS-100

Issued this 3rd Day of February, 2020



Michael J. Sharon
Deputy Superintendent
Emergency Management Institute
Federal Emergency Management Agency

Emergency Management Institute



FEMA

This Certificate of Achievement is to acknowledge that

JUSTIN BROWN

has reaffirmed a dedication to serve in times of crisis through continued professional development and completion of the independent study course:

IS-00700.b

**An Introduction to the National Incident
Management System**

Issued this 6th Day of February, 2020



Michael J. Sharon
Deputy Superintendent
Emergency Management Institute
Federal Emergency Management Agency