

BRAD LA POINTE

Product Strategy & Customer Experience Leader | Former BCG Digital Ventures
Experience Designer

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PROFESSIONAL SUMMARY

Customer-obsessed product and experience leader with expertise spanning product strategy, venture creation, customer engagement, and operational leadership. Former BCG Digital Ventures Experience Designer who partnered with Fortune 500 organizations to launch and validate new digital ventures, working across product, engineering, strategy, and executive leadership teams. Brings 14 years of operational leadership experience from In-N-Out Burger and Mendocino Farms, leading teams across more than 26 restaurant openings, training managers, scaling operations, and improving customer experiences at scale. Known for translating customer behavior into product strategy, aligning stakeholders around priorities, and delivering experiences that improve engagement, retention, and business performance.

CORE EXPERTISE

Product Strategy • Product Discovery • Customer Engagement • Retention & Loyalty • Experience Design • Customer Journey Mapping • Service Design • Roadmapping • Stakeholder Alignment • Cross-Functional Leadership • User Research • Workshop Facilitation • Experimentation • Growth Strategy • Venture Building • Business Strategy

CAREER HIGHLIGHTS

- Led operations, training, and store-opening initiatives across 26+ restaurant launches for In-N-Out Burger and Mendocino Farms.
- Partnered on 5 venture creation initiatives at BCG Digital Ventures; 1 venture progressed to production launch.
- Co-founded Confounders.co, helping startups and growth-stage businesses define product direction and customer experiences.
- Helped drive 3x revenue growth for a multi-million-dollar client through customer journey optimization, digital strategy, and brand transformation.
- Led redesign efforts across e-commerce platforms, brand systems, and proprietary digital applications.

PROFESSIONAL EXPERIENCE

Confounders.co | Co-Founder & Head of Design | 2024–Present

- Advise founders and executive stakeholders on product strategy, customer experience, and growth initiatives.
- Helped a multi-million-dollar client achieve 3x revenue growth through customer journey optimization and digital strategy.
- Led end-to-end redesign efforts across e-commerce platforms, brand ecosystems, and proprietary applications.
- Facilitate stakeholder workshops, discovery initiatives, and strategic planning sessions.

Product Strategy & Experience Consultant | 2020–Present

- Partner with startups, hospitality brands, and founders to identify customer needs and product opportunities.
- Conduct customer research, stakeholder interviews, and opportunity assessments.
- Facilitate roadmap prioritization and product planning discussions.
- Define MVP scope, user experiences, and product requirements with leadership and technical teams.

BCG Digital Ventures | Senior Experience Designer | 2021–2022

- Embedded within multidisciplinary venture teams of product managers, strategists, engineers, and executives.
- Contributed to 5 venture creation initiatives focused on customer validation and product strategy.
- Led customer research, experience strategy, concept validation, and product definition efforts.
- Supported the successful launch of a venture that progressed from concept through production.

In-N-Out Burger & Mendocino Farms | Senior Manager, New Store Opening Training Manager, General Manager, Manager Trainer | 2006–2020

- Supported 26+ restaurant openings across two category-leading hospitality brands.
- Developed manager training programs, onboarding systems, and leadership development initiatives.
- Led high-performing customer-facing teams focused on service excellence and operational execution.

- Built expertise in customer engagement, retention, service delivery, organizational leadership, and scaling operations.

EDUCATION

Chapman University — BFMA, Television & Broadcast Journalism

General Assembly — UX/UI Design Certificate

TOOLS

Figma • Miro • Jira • Product Discovery • Customer Research • Roadmapping •
Workshop Facilitation • Agile Collaboration