

# BRIEANNA PATRICK

## Product & Technology Executive | Platform, Growth, and Regulated Systems

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## SUMMARY

I build digital products where customer experience and revenue are tightly connected, and where the underlying technology has to hold up under real operational pressure. Over the past decade, I've led product and technology work in regulated environments, often stepping in when the path forward wasn't obvious or the organization was moving too fast. Much of my work involves taking business models that look clean on paper and turning them into systems that teams can actually sustain over time. I tend to work best in complex, cross-functional settings where product decisions have real downstream consequences for operations, customers, and the business.

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## CORE EXPERTISE

- Product and technology leadership across platform, growth, and internal systems, with ownership spanning strategy through execution
- Portfolio and roadmap ownership for revenue-generating products in regulated or compliance-heavy environments
- Enterprise platform modernization and 0→1 product development, including long-lived systems that require ongoing governance
- CRM platforms, data pipelines, personalization systems, and design systems, with an emphasis on how they operate at scale
- Requirements definition, system design, and delivery across Agile and Waterfall teams, staying close to execution when tradeoffs matter
- Cross-functional leadership and stakeholder alignment, particularly in situations involving risk, compliance, or organizational change

# PROFESSIONAL EXPERIENCE

## AMERICAN SAVINGS NETWORK | Founder & Chief Product Officer / Acting CTO

2023–2025

Founded and led three interdependent companies, including a subscription-based travel agency, and the shared platforms powering customer acquisition, sales, and membership operations. Owned product vision, system design, and delivery across marketing, sales, CRM, and operations, with a focus on scalability, compliance, and operational sustainability.

### Portfolio & Platform Leadership

- Defined product strategy and roadmap across acquisition, distribution, and subscription membership platforms
- Designed and delivered a custom CRM and internal operating system supporting lead intake, appointment scheduling, sales execution, commissions, and lifecycle management through configurable workflows

### The Travel Show | Marketing & Lead Generation

- Scaled direct-mail acquisition from approximately 1,000 to 60,000 mailers per week
- Designed and operated the inbound funnel spanning mailed offers, phone-based qualification, appointment scheduling, and an internal call center with performance tracking and compliance controls

### Moments of Adventure | Distribution & Sales Enablement

- Built and scaled a national in-person sales network from 1 to 16 distributors
- Designed sales presentations, lead routing, follow-up journeys, and configurable commission models supporting high-value transactions (average deal size ~\$8,999)

### American Savings Network | Membership & Fulfillment

- Designed and implemented a custom membership CRM and fulfillment platform for a subscription-based travel offering
- Scaled the membership base from 1,000 to 160,000 paid members while enabling bulk sales to distribution partners under governed pricing models

### Impact

- Supported 160,000+ members across multiple revenue streams through a unified platform ecosystem
- Reduced operational complexity through system consolidation and automation across acquisition, sales, and fulfillment

## PROFESSIONAL EXPERIENCE (Continued)

### CHRISTUS HEALTH | Senior Product Designer / Senior Technology Consultant

2020–2024

Led enterprise product and experience initiatives within a highly regulated healthcare environment, partnering closely with IT, security, compliance, and business leadership.

- Owned product and experience strategy for internal platforms serving tens of thousands of associates
- Defined functional requirements, UX standards, and system patterns adopted across multiple teams
- Led large-scale digital transformation initiatives, including collaboration and knowledge platforms
- Served as a trusted advisor across product, IT, security, and compliance functions

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### AAA NORTHEAST | Senior UI/UX Designer & Researcher (Contract)

2019–2020

- Led conversion optimization and experimentation across high-traffic acquisition and membership funnels
- Designed and executed statistically significant A/B tests tied to revenue outcomes
- Partnered with executive stakeholders to translate behavioral insights into measurable business impact

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### HASBRO | Brand Designer (Contract)

2016

- Contributed to brand and product initiatives for global franchises including My Little Pony, FurReal Friends, and Star Wars
- Partnered with product, marketing, and licensing teams to ensure consistency across digital, physical, and retail touchpoints
- Operated within large, cross-functional organizations balancing creative execution with brand governance and commercial constraints

## SELECTED EARLY EXPERIENCE

### FII MARKETING | Creative Director

2015–2016

Led national-scale political and fundraising campaigns for Hillary for America and the Democratic National Committee, operating as the sole creative lead under tight timelines, regulatory oversight, and national visibility. Owned creative strategy, execution, and delivery across digital channels while navigating compliance requirements and rapid iteration cycles. This role sharpened my ability to make high-stakes decisions quickly and operate effectively under scrutiny.

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### SUNRISE HOME | Creative Director

2012–2015

Designed and launched an industry-first QR-based retail system connecting physical products to pricing, inventory, and digital marketing workflows, a system that remains in use today. Owned end-to-end product definition, UX, and technical coordination from concept through launch. Led brand, digital, and product execution across retail and e-commerce channels, driving customer engagement and sales growth. This role marked my transition from creative leadership into system-level product thinking.

## EDUCATION

### New England Institute of Technology | A.S. Graphics, Multimedia & Web Design

Warwick, Rhode Island

*Foundational training in visual systems, front-end web design, and applied digital media, with early exposure to translating user needs into functional interfaces.*

### Rhode Island School of Design | Product Design (Continuing Education)

Providence, Rhode Island

*Advanced coursework in product thinking, design process, and physical-digital systems, with emphasis on problem framing and human-centered design.*

### Academy of Art University | Industrial Design (Product)

San Francisco, California

*Focused on industrial and product design principles, prototyping, and system-level thinking across physical and digital experiences.*