BRIAN J. POLLARD, MBA

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VP / SR. DIRECTOR, PRODUCT — AI-ENABLED B2B SAAS, API & DATA PRODUCTS

Product executive building AI-enabled B2B SaaS, API, and data products in regulated, high-stakes domains. Known for customer-led discovery and translating complex workflows into GenAI-assisted, human-in-the-loop experiences that drive measurable outcomes. People-first leader who coaches empowered teams, aligns executives, and delivers scalable solutions that improve experience, efficiency, and growth.

Key Accomplishments

Generative AI Innovation
- Launched Visa Acceptance's first GenAI workflow for merchant dispute authoring with a PII-safe OpenAI integration and human-in-the-loop UX, cutting authoring time 50% and driving 43% YoY revenue growth in the Post-Purchase division.

Strategic 0-to-1 Product Launch
- Built and launched Avetta's Worker Management platform (beta in 3 months; GA in 9 months), replacing five prior platforms and winning adoption with the world's largest supply-chain clients.

Platform Modernization
- Modernized LightBox's GIS platform into reusable, API-first services and rebuilt the data supply chain across 60+ vendors and 1,000+ government sources, automating ingestion and reducing annual costs by $300K+.

Core Competencies

Strategy & Innovation
- Product Strategy & Vision, GenAI & ML Automation, GTM Strategy, Structuring High-Ambiguity Chaos, Product Discovery, Commercialization & Growth.

Platform & Data
- B2B SaaS, API & Data Platforms, Agentic Orchestration, Data Strategy, Platform Modernization, Technical-Business Fluency, PII-Safe Architectures.

Leadership & Governance
- Servant Leadership & Team Coaching, AI Safety & Ethics, Agile/SAFe Leadership, Stakeholder Alignment, Executive Presence.

Professional Experience

Founder and Principal, Product Strategy & Advisory (Fractional)   May 2021 – Present
Northstar Product Group
Product strategy and go-to-market advisory for early-stage SaaS and FinTech concepts, helping founders translate ideas into focused MVPs, clear positioning, and pragmatic market-entry plans.
- Served as strategic advisor for MemberPoint, an SMB membership and payments platform, guiding founder decisions on target customer, positioning, MVP scope, roadmap tradeoffs, and launch readiness.
- Advised Pledge, a friends-and-family lending concept, through early validation, challenging assumptions and guiding product framing, core functionality decisions, and early market-entry planning.
- Advised early-stage founders on translating high-ambiguity concepts into MVP scope, positioning, and launch plans, encompassing ICP definition, competitive research, and executive-ready messaging and sales collateral.

Senior Manager, Product (operating at Sr. Director level)   July 2021 – January 2025
Visa
Led product strategy for Visa Recover, a SaaS-enabled dispute representment offering, delivering AI and GenAI workflow automation and product modernization, driving a 43% YoY revenue growth for the Post-Purchase division.
- Managed 3 product managers and dotted-line led 3 technical product managers, partnering with 25 engineers across US, Poland, and India to improve clarity and accountability. Represented product in weekly executive leadership sessions and quarterly strategy offsites after VP departure.

- Conceived and launched Visa Acceptance's first GenAI workflow for merchant dispute authoring, defining the human-in-the-loop UX, success metrics, and PII-safe OpenAI integration, cutting authoring time by 50%.
- Led multi-year product modernization and enterprise client migration spanning 200+ dependencies, including core features and complex payments ecosystem integrations. Executed via phased rollout, aligning executives and coordinating a 50+ person cross-functional team to reduce delivery risk.
- Joined cross-division AI initiative to optimize case orchestration across pre and post-dispute workflows, piloting ML scoring and decisioning to route cases and improve merchant outcomes, cost, and revenue.
- Built a 5-year capability-based roadmap and business case to expand the addressable market by 95% and increase profitability by 150%, sequencing self-service capabilities (onboarding / support agents, GenAI authoring).

Principal Technical Product Manager   January 2021 – July 2021
CoreLogic (now Cotality)
Led product strategy within CoreLogic's Innovation Lab for the Smart Data Platform property identity layer on GCP, defining a persistent property identifier CLIP (CoreLogic Integrated Property ID) and Eclipse lookup services that established the single source of truth to link CoreLogic property datasets and 75% of new enterprise client orders.

- Increased CLIP property match rates from 76% to 95% by driving matching strategy and partnering with R&D on ML-driven entity resolution (utilizing Levenshtein and Mahalanobis scoring) to unify disparate geospatial and historical datasets.
- Defined high-throughput retrieval and data pipeline requirements across Kafka, Elasticsearch, and BigQuery, driving modernization of legacy APIs and automated Spark/Dataproc pipelines to index on CLIP; standardized Enterprise Address Processing to support 1,200 requests/sec with 48ms median latency.
- Resolved high-complexity linkage scenarios by establishing linkage workflows for geospatial edge cases (historical address changes, high-density condominiums) and bridging them with precise geospatial coordinates to ensure identity-layer consistency.
- Strengthened platform reliability and governance by establishing incident classification standards and PagerDuty models, yielding a 25% reduction in Sev1/2 outages and improved system health visibility.
- Institutionalized TPM delivery practices and Agile rigor, improving feature definition quality and accelerating high-velocity lab-to-production execution cycles.

Director of Product Management   April 2019 – January 2021
LightBox
Owned product vision and roadmap for a B2B SaaS mapping analytics platform, an enterprise spatial API, and an enriched parcel data fabric, evolving legacy map products into a modular location-intelligence platform supporting commercial real estate workflows (CRE) for brokers, lenders, appraisers, and analytics teams.

- Built a product-led operating model post-acquisition, establishing customer discovery cadence, roadmap governance, and Agile and Scrum delivery within a 5-person product team.
- Decomposed a monolithic GIS mapping system into reusable services and an API-first foundation, unifying spatial services and data into a shared foundation to accelerate delivery of CRE workflow tools.
- Rebuilt the data supply chain across 60+ vendors and 1,000+ government sources; partnered with General Counsel on licensing and derivative rights and automated ingestion to improve data quality and reduce costs by $300K+.
- Owned and matured the parcel data fabric, expanding coverage and enriching parcel records with layered datasets to enable fast spatial search and analytics.
- Led R&D applying entity resolution and data inference to identify beneficial ownership behind LLCs, and supported OCR and ML digitization to map historical businesses to addresses for environmental due diligence.

Product Lead   February 2017 – February 2019
Avetta
Built and launched Avetta's Worker Management product (0-to-1), extending a vendor LMS into a scalable worker credentialing and training platform across a 75K-contractor network.

- Partnered with Design and the LMS vendor CTO to extend LMS architecture and deliver new functionality and modern workflows with branded UX, enabling role-based compliance, credential tracking, and training.
- Shipped MVP to beta in 3 months and GA in 9 months, replacing five prior Worker Management solutions and leading enterprise rollout with Amazon.
- Owned the post-GA strategic roadmap and adoption playbook, defining success metrics, aligning teams, and scaling capabilities across roles and certifications, site-specific onboarding, and regional requirements.

Director of Product Management   September 2015 – May 2016

Spireon

Owned product strategy and delivery for Spireon's $60M fleet and asset intelligence SaaS business, helping enterprises and SMBs manage GPS-tracked vehicles, trailers, and mobile assets and contributing to a 135% NPS increase.

- Launched new telematics products (including Driver Performance Program), expanding market share and generating $20M in new annual revenue across SMB and enterprise segments.
- Drove migration from legacy platforms to the Nspire next-generation data and analytics platform, enabling scalable reporting and workflows for enterprise fleet rollouts.
- Orchestrated investigation and resolution of quality defects across 20K deployed devices, executing a $2M recall and retrofit program to protect enterprise trust.

Manager   August 2011 – September 2015

Deloitte Consulting

Led cross-functional teams to deliver digital product and platform strategy, modernization, and customer experience initiatives for Fortune 500 clients spanning media, automotive, financial services, and technology. Recognized for structuring complex programs, mentoring junior talent, and consistently delivering high-quality outcomes on time.

- Oversaw 25-person engagement to replatform the global web experience for Activision, delivering UX design, content migration, and international launch in 5 months, revitalizing the publisher's digital brand presence.
- Crafted digital strategy and prioritized roadmap for Toyota Financial Services, aligning customer experience goals with scalable technology solutions across dealership and online channels.
- Transformed delivery at American Express by leading a 600-person shift from Waterfall to Agile, overhauling team structures, cadence, and tech governance to accelerate value delivery.
- Directed a 15-person team to globalize Polycom's digital presence, launching multilingual content and implementing governance for regional web teams.
- Led platform definition and UX design for a unified digital marketing ecosystem at Intel Security, bringing together consumer and enterprise brands under a single responsive experience.

Certifications

Designing and Building AI Products and Services | *MIT xPro*
Artificial Intelligence: Implications for Business Strategy | *MIT Sloan School of Management*
Project Management Professional | *Project Management Institute*

Education

Master of Business Administration | *USC Marshall School of Business*
Bachelor of Science in Electrical Engineering | *UCLA Samueli School of Engineering*

Earlier Career

Vice President, Product Development | *ReserveX*
Product Manager | *Ticketmaster*
Software Engineer | *Continuous Computing*
Software Engineer | *Intel*