

Brian Selman

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SUMMARY

A technology leader with over 11 years of progressive experience in the areas of product management, strategy, software development, innovation, consulting, and digital transformation. I have gained extensive global experience working on high-profile projects across several roles. I am passionate about customer experiences and making a difference in the world.

EDUCATION

University of Illinois | Urbana-Champaign

May 2009

College of Business | B.S. in Business Administration - Management Information Systems

College of Engineering | Minor in Technology & Management

Software Development and Experience Design

Skillset Constantly Growing

CISA | Certified Information Systems Auditor

January 2013

Leadership Certificate | University of Illinois

Spring 2008

EXPERIENCE

COATES GROUP

4 YEARS

Coates Group is a global industry leader building experiences of the future for our clients, such as McDonald's, and other leading brands. Through combining software, hardware, and creative our digital signage platform, Switchboard™, delivers a cutting-edge customer experience.

DIRECTOR OF PRODUCT | Dallas, TX

December 2020-Present

- Responsible for Global Product Management functions across Software, Hardware, and Content
- Elevate strategic planning, prioritization, and focus on a well-defined vision
- Build, mentor and coach a team of product managers and subject matter experts

DIRECTOR OF SOFTWARE INNOVATION | Chicago, IL

November 2018-December 2020

- Served as a leadership level subject matter expert in strategy discussions, solution sessions, and presentations with our clients, partners, and broader industry
- Defined visions of the future for our clients by combining market research, data, and learned intuition
- Stayed on top of industry trends to predict what technologies or use cases will enable competitive advantages
- Partnered with clients to understand and deliver on what success looks like for their brand
- Collaborated with Global Software and Hardware Product Teams to define and prioritize our innovation and technology roadmaps delivering solutions that are scalable, flexible, and meet our clients' demands
- Daily engagement with the Software Team to work through backlogs, priorities, solutions, requirements, and deliverables
- Fostered cross-functional collaboration through strong partnerships and contagious enthusiasm enabling teams to overcome obstacles, meet deadlines, and boost morale
- Led engagement teams regarding client's technology ecosystems including Point of Sale, back office, APIs, cloud infrastructure, and mobile
- Secured work with several major brands in the quick-service restaurant (QSR) industry

SENIOR PRODUCT MANAGER | Sydney, Australia

March 2017-November 2018

- Led industry innovation by combining digital and physical platforms with a user-centered focus to create experiences of the future
- Revolutionized the digitization of the drive-thru and in-store experience via innovations in content, software, hardware, and the ability to action information
- Worked with executive management to align the product roadmap with broader business strategy
- Served in a leadership capacity on the Product Team driving improvements to agile practices including the adoption of JIRA, Confluence, visual requirements definition, and proofs of concept
- Designed and developed a first of its kind advanced data and predictive analytics platform capable of processing millions of records per day
- Continually developed and evolved the analytics platform including investments into machine learning, automation, serverless technologies, and visualization tools
- Took ownership of the need to pivot several products, including successfully changing their course

MCDONALD'S CORPORATION

5 YEARS

TECHNICAL PRODUCT MANAGER - Global Mobile App | Oak Brook, IL

October 2014-February 2017

- Technical Product Owner for McDonald's flagship mobile application deploying it to markets with a total of over 20,000 restaurants and 20 billion in revenue
- Grew and led a team in creating, prioritizing, and managing the backlog with Marketing and IT stakeholders
- Collaboratively worked with IT, Marketing, and Operations teams to meet the requirements of global stakeholders (US, China, Australia, Canada, UK, and more)
- Led efforts in research, troubleshooting, prototyping, proofs of concept, and sharing of information amongst teams as a subject matter expert
- Served as an in-house solution designer producing mock-ups, prototypes, innovations, and specifications to enable near real-time feedback loops
- Wrote, translated, and modified requirements for iOS and Android development teams at partner agencies

- Assisted with the adoption of Agile practices and technologies including JIRA, Confluence, and Slack
- Successfully drove change in a corporate environment of massive scale and complexity

TECHNOLOGY AUDIT & ADVISORY SUPERVISOR | Oak Brook, IL

April 2012-October 2014

- Responsible for global technology audits, advisory, and risk assessments for McDonald's Corporation
- Developed a global mindset through projects in North America, Europe, Asia-Pacific, and South America
- Ensured the audit and advisory roadmap addressed an optimized blend of current, future, internal, and external risks through collaboration, benchmarking, and discussion
- Advised the organization in the areas of technology, security, web, social media, and mobile applications
- Created flexible frameworks and methodologies that served as a platform to evaluate, test, and address a wider range of risks in a more efficient manner for the team
- Reviewed emerging areas of risk to the organization (technologies + infrastructure supporting technology initiatives)
- Planned, coordinated, coached, and optimized projects with regards to execution and strategy appealing to the skillsets and needs of the team

ERNST & YOUNG

3 YEARS

IT RISK & ASSURANCE SENIOR | Chicago, IL

September 2011-April 2012

IT RISK & ASSURANCE STAFF | Chicago, IL

August 2009-September 2011

TECHNOLOGY AND SECURITY RISK SERVICES INTERN | Chicago, IL

May 2008-August 2008

- Evaluated business environments and tested the controls of enterprise systems for Fortune 500 and private clients, including several of the world's largest publicly traded corporations

SIDE PROJECTS

DIRECTOR OF CREATIVE AND SOFTWARE DEVELOPMENT

Current – simple.

October 2016-Present

- Implementing innovative interface concepts to create an interactive and easier to use reminders application

Past – theburgerguide.com

July 2012-July 2015

- Designed, developed, and ran a category leading brand and website from concept to product using PHP, SQL, JavaScript, CSS, and HTML to build a dynamic web application with a custom content management system
- Used leading practice concepts in responsive design, frameworks, SEO, usability, mapping, social automation, mobile applications, and graphic design
- Implemented continuous improvement with regards to design, page speed, navigation, user experience and quality of content through the effective use of iterative design and polling opinions

Past – Design Labs

November 2010-June 2012

- Created innovative ideas for products, developed marketing materials, constructed prototypes, and prepared pitches in collaboration with experienced designers and distinguished professors for large corporations (Crate & Barrel, Bed Bath & Beyond, Target, Home Depot)

SKILLS

Business/Design Processes: Roadmaps, Prototyping, Idea Generation, Diagramming, Graphic Design, Dataflow, Process Improvement, Product Design, Marketing, Iterative Development, Mobile + Responsive Design, User Experience Testing, SEO, Google (PageSpeed, Webmaster Tools, AdSense), Social Media, Social Media Automation

Software Development: JavaScript, Node.js, LAMP Stack (Linux, Apache, MySQL, PHP), CSS, HTML, Web Application Development, Frameworks (Bootstrap, jQuery, PhoneGap, Foundation), REST APIs,

Data: Database Design, Big Query, Visualization (Data Studio), Big Data Processing (ETL), TensorFlow, MySQL, Google Analytics, Excel Expert

LEADERSHIP/HONORS

2020 McDonald's Hackathon Finalist

- Selected as a competition finalist among over 100 participating teams

McDonald's IT Solutions Award

- Outstanding teamwork and impact for the US Mobile App deployment involving 14,000 restaurants

McDonald's Unsung Hero Award -2x Recipient

- Recognition for going above and beyond to execute on behalf of the company

Dean's Scroll – College of Business

- Selected as a Top 10 Business School Graduate based on academics, involvement, and leadership