

# Brian Selman

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## SUMMARY

A business and technology leader with over 15 years of progressive experience in the areas of digital transformation, product management, strategy, and innovation. I've gained extensive experience working on high-profile projects across several roles with work spanning the globe. I am passionate about software products 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

### **EY**

**3 YEARS**

During my time at EY I have lead large digital transformation projects focused on ecommerce and digital transformation for some of the world's largest companies.

***DIGITAL TRANSFORMATION CONSULTING – SENIOR MANAGER*** | Dallas, TX (Current)

*June 2021-Present*

- Spearheaded digital transformation initiatives for large-scale enterprises, driving significant improvements in revenue, customer engagement, and competitive capabilities (programs ranged from tens of millions to hundreds of millions of dollars)
- Enhanced user experience and increased customer retention through deploying innovative features across cutting-edge web and mobile applications
- Crafted strategic roadmaps and vision documents to drive strategy, alignment, and prioritization within organizations
- Directed cross-functional teams in design, solution development, launch, and scale while managing dependencies and adhering to ambitious timelines

### **COATES GROUP**

**4 YEARS**

Coates Group is a key player in digital signage, edge computing, and interaction design connecting the digital and physical world through hardware and software. Coates Group is a global industry leader building experiences of the future for clients such as McDonald's and other large retail brands.

***DIRECTOR OF SOFTWARE INNOVATION*** | Chicago, IL and Dallas, TX

*November 2018-June 2021*

- Served as a leadership level subject matter expert in technical conversations, solution sessions, and presentations with clients, partners, and broader industry
- Worked to understand clients' technology ecosystems including Point of Sale, back office, APIs, cloud infrastructure, mobile, and more
- Stayed on top of industry trends to predict what technologies or use cases will enable competitive advantages
- Partnered with clients to understand their technology roadmaps, vision, and what success looks like for their brand
- Collaborated with Global Software and Hardware Product Teams to define our innovation and technology roadmaps delivering solutions that are scalable, flexible, and meet clients' demands
- Engaged with the Software Team daily to work through priorities, solutions, requirements, and deliverables
- Secured work with several major brands in the restaurant and retail industries

***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
- 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
- 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
- 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*

- 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
- Assisted with creating, prioritizing, and managing the backlog with the Digital Marketing and IT teams to define the product roadmap and group features into releases

- Helped to identify gaps and design or modify existing solutions to be simple, scalable, modular, and easier to pick up
- Collaboratively worked with IT, Marketing, and Operations teams to build secure and scalable solutions to meet the requirements of global stakeholders (US, China, Australia, Canada, UK, and more)
- Led efforts in research, troubleshooting, prototyping, proofs of concept, advisory, and sharing of information amongst teams as a subject matter expert
- Served as an in-house solution designer producing mock-ups, prototypes, innovations, and standards while making use of rapid prototyping to create near real-time feedback loops
- Wrote, translated, and/or modified requirements for iOS and Android development teams at partner agencies
- Grew a dedicated mobile team to satisfy growing needs related to software development
- 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, modular design, frameworks, dynamic content presentation & management, SEO, usability, accessibility, 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:** Product Strategy (Roadmaps, Vision, Business Case), Prototyping, Idea Generation, Diagramming, Graphic Design, Process Improvement, Product Design, Marketing, Iterative Development, Mobile + Responsive Design, User Experience Testing, SEO

**Software Development:** Agile Software Development, React, JavaScript, Node.js, LAMP Stack (Linux, Apache, MySQL, PHP), CSS, HTML, Web Application and Mobile Development, APIs

**Data:** Database Design, Big Data Processing (ETL), Machine Learning, Visualization, and Excel Wizard

**LEADERSHIP/HONORS**

**2024 EY Consulting Mountain Mover Award**

- Awarded for leadership on top client transformation project

**2020 McDonald's Hackathon Finalist**

- Selected as a competition finalist (top 3) 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