

BRENDON SANTRY

PRODUCT MANAGER, BUSINESS OPERATIONS |
CROSS-FUNCTIONAL LEADER

CONTACT

✉ brendon.j.santry@gmail.com

🌐 www.brendonsantry.com

🌐 www.linkedin.com/in/brendonsantry

📍 Austin, TX

SKILLS

Product Management

Operating Models

Business Operations

Cross-Functional Communication

Data Analytics

Strategic Decision Making

Marketing

Vendor Management

Contract Management

Executive Stakeholder
Management

EDUCATION

Master of Business Administration

**University of Maryland Global
Campus**

2020-2022

Bachelors of Science

Florida State University

2011-2015

Major in Sociology
Minor in Communications

SUMMARY

Product manager and operations leader with 9+ years driving cross-functional initiatives across product, engineering, finance, and technology. Track record of identifying customer problems, defining product strategy, and shipping measurable outcomes from zero-to-one and at enterprise scale. Built and launched a SaaS platform from scratch, led post-acquisition operational transformation across three companies, and consistently partnered with engineering, design, and executive teams to turn ambiguity into product decisions.

WORK EXPERIENCE

Director of Company Operations

2024-2026

For Soccer

- Owned enterprise-wide operations across 6 departments (HR, Finance, Sales, Creative, Data & Insights, Account Management), driving post-acquisition integration of three companies and reporting directly to the CEO.
- Audited 70+ tools across three acquired branches, eliminated 15 redundant platforms, and reduced G&A spend by 47% YoY, making data-driven decisions on vendor selection, migration, and consolidation.
- Designed a business intelligence product proposal to unify financial and operational data into a centralized platform for monitoring client relationship health and business performance.
- Built onboarding, offboarding, and vendor management processes from scratch, identifying user pain points across departments and creating repeatable frameworks that scaled across the organization.
- Supported M&A due diligence preparation, synthesizing personnel records, risk assessments, tooling inventories, and operational data into investor-ready materials alongside C-suite leadership.
- Established executive reporting cadences that gave leadership cross-functional visibility into performance, spending, and operational health, translating complex data into actionable insights.

Founder / CEO

Virtual Campaignr

2022-2024

- Founded and self-funded a bipartisan SaaS platform for local political campaigns, defining the product vision, roadmap, and go-to-market strategy from zero.
- Scoped and designed 6 core product modules (voter CRM, campaign finance, volunteer management, learning & development, deadline reminders, unified dashboard) based on user research with first-time candidates.
- Evaluated three engineering firms and managed the selected partner end-to-end across eight time zones from requirements through MVP delivery on time and on budget.
- Delivered a 66% campaign win rate across client engagements, iterating on product decisions based on real-world usage during live election cycles.

BRENDON SANTRY

PRODUCT MANAGER, BUSINESS OPERATIONS |
CROSS-FUNCTIONAL LEADER

CONTACT

- ✉ brendon.j.santry@gmail.com
- 🌐 www.brendonsantry.com
- 🌐 www.linkedin.com/in/brendonsantry
- 📍 Austin, TX

VOLUNTEERING

Children's Miracle Network has always held a special place in my heart. My cousin, Ashley, was a miracle child and without CMN, she might not be with us today.

From 2011 to 2020, I took part in Dance Marathon at Florida State University. It is an event where a shift of 1100 "dancers" stand and dance for 20 hours and fundraise for those children who cannot.

I have held various positions as a student and alumni, and will always think highly of the medical professionals associated with Children's Miracle Network.

CERTIFICATIONS

[Google Data Analytics Professional Certificate](#)

- Data Aggregation
- Data Analytics
- Data Calculations
- Data Cleaning
- Data Visualization (Tableau / Looker)
- R
- SQL

Technical Sourcer

2021-2023

Google

- Built and scaled operational programs to recruit Product Managers across Google Corporate Engineering, gaining firsthand exposure to product development, roadmapping, and prioritization frameworks.
- Identified a gap in the recruiter onboarding experience, designed a new program that reduced ramp time from 16 weeks to 6 weeks, and drove adoption nationally across the organization.
- Exceeded hiring targets by 33% while managing senior-level stakeholders and complex compensation bands (\$250K-\$950K TC).
- Partnered cross-functionally with engineering, product, and business leaders to align hiring strategy and resourcing with organizational priorities and product team needs.

Hiring Specialist

2020-2021

Indeed

- Adapted across 7 teams in 11 months spanning training, SMB account management, recruiting, and enterprise COVID recovery, delivering results in ambiguous, rapidly shifting environments.
- Led a COVID recovery hiring initiative for Valvoline, diagnosing that the core bottleneck was client trust rather than process, and building stakeholder confidence through incremental wins that reduced time-to-hire from 20+ days to 3 days.
- Partnered with enterprise clients including Valvoline and AAA to integrate hiring technology into internal workflows, aligning product adoption with business recovery strategies.

Previous Experience

Traveler Experience

2019-2020

Vrbo

HR Generalist

2017 - 2018

Amedisys

Busines Consultant

2016 - 2017

I Have A Voice (IHAV)

Recruiter

2016

Barton Associates