

BRENDON SANTRY

PROGRAM MANAGER, BUSINESS OPERATIONS |
CROSS-FUNCTIONAL LEADER

CONTACT

✉ brendon.j.santry@gmail.com

🌐 www.brendonsantry.com

🌐 www.linkedin.com/in/brendonsantry

📍 Austin, TX

SKILLS

Program 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

Program manager and cross-functional leader with 9+ years driving enterprise-wide initiatives across operations, product, finance, and technology. Track record of defining program scope, managing multiple workstreams, and delivering measurable outcomes in high-growth and post-acquisition environments. Built and shipped a SaaS platform from zero, unified three acquired companies into one operation, and partnered with C-suite executives and technical teams to turn ambiguity into structure.

WORK EXPERIENCE

Director of Company Operations

2024-2026

For Soccer

- Managed enterprise-wide operations programs across 6 departments (HR, Finance, Sales, Creative, Data & Insights, Account Management), reporting directly to the CEO during post-acquisition integration of three companies.
- Defined program scope, roadmaps, timelines, and success metrics across all workstreams, building executive reporting cadences that gave leadership cross-functional visibility into performance and spending.
- Supported M&A due diligence preparation, compiling personnel records, risk assessments, tooling inventories, and insurance data while partnering with C-suite on pitch materials and operational narratives.
- Audited 70+ tools across three acquired branches, eliminated 15 redundant platforms, and reduced G&A spend by 47% YoY through license elimination, vendor renegotiation, and process optimization.
- Built onboarding, offboarding, and vendor management processes from scratch, creating repeatable frameworks that standardized operations across all branches of the organization.
- Designed a business intelligence proposal to unify financial and operational data, laying the foundation for centralized reporting on client relationship health and business efficacy.

Founder / CEO

Virtual Campaignr

2022-2024

- Founded and self-funded a bipartisan SaaS platform for local political campaigns, leading a cross-functional team across eight time zones spanning product, engineering, marketing, legal, and operations.
- Managed 5+ concurrent workstreams with program governance over delivery timelines, budget controls, vendor selection, and success metrics, shipping a 6-module MVP on time and on budget.
- Delivered a 66% campaign win rate across client engagements while managing an international engineering vendor end-to-end from scoping through delivery.
- Built scalable processes for contractor management, compliance, feature prioritization, and customer onboarding.

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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, supporting internal tooling organizations used by Googlers globally.
- Designed and launched a recruiter onboarding program that reduced ramp time from 16 weeks to 6 weeks – later adopted 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, timelines, and resourcing with organizational priorities.

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, building client trust through incremental wins and reducing time-to-hire from 20+ days to 3 days over a 3-month engagement.
- Partnered with enterprise clients including Valvoline and AAA to integrate hiring technology into internal workflows, aligning operations with business recovery strategies.

Previous Experience

Traveler Experience

2019-2020

Vrbo

HR Generalist

2017 - 2018

Amedisys

Business Consultant

2016 - 2017

I Have A Voice (IHAV)

Recruiter

2016

Barton Associates