

Summary of Qualifications:

- Senior Product Manager / Group Leader with 20+ years in enterprise SaaS, Data Rich, HCM & workforce tech
- Launched & scaled greenfield platforms including UKG onboarding and DataGlyphic partner platform
- Expertise in driving platform and individual product growth, feature demand and cross-vertical innovation
- Skilled in aligning product, engineering & GTM teams to ship scalable, outcome-driven solutions
- Known for mentoring, culture building and leading in startup and complex enterprise environments
- Fluent in CI/CD, API strategy, event-driven architecture, and high data volume product planning
- Domains: HCM, HRIS, Workforce Systems, Payroll, B2B SaaS, Data-driven Platforms, Partner Ecosystems, AI Enablement

Core Product Leadership & Strategy:

Product Strategy, Vision & Leadership

- **Preferred Frameworks:** Vision-led road maps, outcome-based planning, OKR/KPI alignment
- **GTM Approach:** stakeholder alignment, launch planning, partner onboarding, scalable SaaS delivery
- **Leadership Expertise:** Cross-functional team orchestration, conflict/priority resolution, and consensus building
- **Executive Communication & Influence:** Executive presence, roadmap alignment, and value articulation across audiences

Agile Execution & Platform Enablement

- **Methodologies:** Scrum, Kanban, lean MVPs, release readiness
- **Platform Collaboration:** CTO/engineering strategy on architecture, integration and modular extensibility
- **Security & Compliance:** Embedded SOC 2, GDPR, HRIS standards into platform lifecycle

Customer & Market Focus with Data-Driven Agility

- **Customer Discovery:** Voice of Customer (VoC), journey mapping, pain point analysis, feedback sessions
- **Discovery Tools:** Personas, interviews, prototypes, market validation
- **Market Fit:** Feature iteration based on customer feedback and competitive positioning
- **Optimization Metrics:** Funnel conversion, retention, product usage telemetry, ROI tracking
- **Experimentation Focus:** A/B testing, MVP launches, beta feedback cycles
- **Ecosystem Support:** Partner onboarding, documentation systems, support for 3rd-party adoption

Technical Tools, Platforms & Strategic Focus:

- **Product Tools:** Jira, Aha!, Productboard, Confluence, ClickUp
- **Design & UX:** InVision, Figma, Lucid, Miro, Axure
- **Data & Feedback:** Power BI, Pendo, GA4, SurveyMonkey
- **Integration & Engineering Insight:** GitHub, Postman, Swagger, REST APIs, pub/sub, CI/CD
- **Architecture Models:** ETL pipelines, Microservices, event-driven, multi-tenant SaaS
- **Market Validation:** Customer iteration via feedback loops: Pendo, NPS, UAT, CSAT, and usage telemetry

Professional Experience:

Optina (DataGlyphic Platform)

Senior Product & Strategy Leader

November 2022 – March 2025

- Spearheaded the greenfield development and GTM launch of DataGlyphic, a next-gen Industrial App Store platform built for the UKG partner ecosystem; enabled scalable, recurring-revenue partner tools across HCM verticals.
- Defined product vision, monetization models, multi-tenant architecture while launching key modules.
- Achieved 250% YoY revenue growth by optimizing onboarding kits, enablement, pricing tiers, and packaging.
- Led cross-functional alignment to deliver secure, API-first architecture under SOC 2 and GDPR standards.
- Produced investor-ready pitch decks, partner metrics, and 3–5 year scale-to-exit plans for growth or acquisition.

Ultimate Kronos Group (UKG)

Group Product Leader

December 2021– October 2022

- Architected a 2-year succession plan for product ownership across multiple global HCM portfolios; mentored new PMs, standardized delivery practices, and transitioned ownership to a leaner, scalable structure.
- Supervised execution of a next gen, event-driven (kafka) data platform integrated with all products in the UKG Suite
- Augmented domain capacity by 20% via offshore contractors to meet critical FY'21

Senior Product Manager

June 2020– December 2021

- Managed multiple, high-performing teams with both short and long-term objectives.
- Inherited multiple new products / existing teams and roadmaps due to company restructuring without missing any deliverable dates.

Customer Data Enablement Platform:

- Led transformation to a CI/CD-enabled UX platform supporting 25M+ monthly transactions
- Expanded system coverage to 90% of UKG's data model
- Analyzed 250M+ data transactions, 6K+ partner users, and 7.5K structured/60K unstructured cases to identify UX and scale pain points—informing redesigns that cut support burden by over 80%.

Global Privacy Suite:

- Designed and scaled a unified privacy architecture adopted across UKG's full product suite
- Eliminated 40%+ of dependent product overhead
- Created "Go Global," a new market positioning strategy.
- Delivered strategic product narratives and GTM alignment across stakeholder groups helping position UKG as a leader in progressive privacy innovation and SaaS agility.

Product Manager

December 2017– June 2020

Launch Platform (Customer Onboarding):

- Mentored product teams in greenfield build using anti-fragile, CQRS, CI/CD patterns
- Implemented Lean PDLC slashing feature handoff gaps, planning anti-patterns and upstream waste
- Designed roadmap system replacing 12 legacy tools reducing time-to-value by a minimum of 25%+
- In less than 24 Months Scaled to 212+ clients with 1.4M+ people records onboarded and 98% adoption

Earlier Roles: Ultimate Software (2007 – 2015) and WorkJibe available at briankmasse.com/experience

Portfolio & Media Links:

- Product Portfolio & Case Studies: briankmasse.com
- DataGlyphic Platform Video: briankmasse.com/dataglyphic
- UKG Marketplace Listing: marketplace.ukg.com/app/optina

Awards & Recognition:

- 2020 Brandon Hall – [Best Technology Advance](#)
- 2018 Gold Stevie - [HCM Innovator \(ETL Platform\)](#)

Education:

M.S. Business Analytics – Arizona State | B.S. Business Communication – Arizona State