

Chris O'Brien

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WORK EXPERIENCE

Exdev.com – Exdev is a boutique commercial real estate developer offering unique investment opportunities for Accredited Investors. For 30+ years, the founders of Exdev oversaw a loose network of operations backed by personal finances. I pitched a vision of expansion via consolidation, new capital markets, and digital transformation. In 3.5 years, we raised US\$40 million from investors.

Senior Product Manager

June 2018 – Present

- Gained alignment and secured funding for a digital transformation
- Directed the day-to-day of 16 professionals (6 engineers) to launch [exdev.com](https://www.exdev.com) in an agile environment
- Distilled the needs and pain points of users by conducting 45 interviews and a competitive analysis
- Developed all feature specifications—identifying business requirements; writing product requirements to satisfy business requirements; and defining technical requirements to deliver the product requirements
- Built and groomed product backlog; scheduled product roadmap with strategic version releases
- Collaborated with product designers to produce wireframes, prototypes, and mockups
- Conducted usability tests, code reviews, and product analytics reviews between 2-week sprint deployments
- Provided daily product and technical implementation consultation to frontend and backend engineers
- Launched a digital site visit experience, which reduced customer acquisition cost by 30%
- Launched a digital investor reporting experience, which increased NPS score (7.6 → 9.1) during pandemic
- Implemented a transparency program; 0 complaints from investors despite pandemic-related project issues
- Led fundraising operations for 4 projects including a new Hilton hotel; total raised: US\$77,500,000
- Grew equity investor base from ~50 to 250+; (avg. investment US\$130,000)

Business Development Manager

January 2017– June 2018

- Obtained buy-in to expand Exdev's project pipeline through a business plan focusing on new capital markets
- Consolidated 7 small businesses under 1 brand, increasing total number of customers by 150%
- Built Exdev's investment department – hired and managed team of 7 professionals
- Grew investor base from 0 to 50+ (avg. investment US\$150,000)
- Led fundraising operations for a 30-unit office complex renovation; total raised: US\$13,000,000
- Led expansion into Vietnam – opened a new branch office; hired and managed a team of 10 professionals
- Formalized cross-functional reporting and collaboration practices across 6 offices (3 international)
- Pitched to an audience of 300+ and secured a US\$2,500,000 partnership

RealtyMogul.com – *Product Management Intern*

October 2015 – June 2016

- Leveraged cross-functional teams to source user needs and transposed needs into product specifications

EDUCATION

University of Southern California

Graduated: December 2016

B.S. Computer Science and Business Administration

Viterbi School of Engineering and Marshall School of Business

SKILLS

Workflow Tools: JIRA, Confluence, Miro, draw.io, Google Analytics, Sketch, Wrike, Trello, git, Terminal

Programming Languages: Python, Javascript, HTML, CSS, Java, C++, SQL

Certifications: Certified Scrum Master, Product Management Certificate