

Branden Espinoza

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I make good products better, leading the teams that turn them into successful market solutions.

As both a product leader and individual contributor, I bring a maturity acquired in the trenches. My ability to rapidly internalize and comprehend complex processes, strategically communicate critical insights to C-level leadership with precision, navigate risk and regulatory demands, mentor junior team members, and manage the entire product process from zero to production, make me well-suited to manage next-generation product initiatives and lead the teams that deliver them.

Skills & Knowledge Sets

Product Skills

- Agile/SAFE Methodology
- Product Roadmapping
- Technical Spec Writing
- SDLC Mastery
- Performance Metrics
- User-Centric Approach

Leadership Skills

- Change Management
- Conflict Resolution
- Decision Making
- Performance Management
- Strategic Planning
- Mentoring/Coaching

Knowledge Sets

- Bitcoin/Crypto/Digital Asset Domain
- BSA/AML/CTF Regulatory Compliance
- Product Lifecycle Management
- Fintech Trends & Innovations
- Data Security & Privacy
- Risk Management & Mitigation

Training & Certifications

- **SAFe Agile Product Owner Product Manager (POPM Training)** - Scaled Agile, Inc - December 2022
- **Certified Scrum Product Owner (CSPO Certification)** - Scrum Alliance - November 2020
- **Project Management Professional (PMP Training)** - Project Management Institute - March 2013

Experience

Senior Product Manager, Stakeholder Management

EOS Network Foundation | Remote

April 2023 – December 2023

- Led end-to-end product stakeholder engagement, driving critical feature inclusion.
- Systematized stakeholder feedback acquisition, fostering responsiveness and product improvement and innovation.
- Drove stakeholder-aligned, data-driven product decision making by synthesizing and escalating research.
- Initiated and led cross-functional, evidence-based product planning and ideation sessions to align business objectives.

Key Achievement

- Built a stakeholder-focused product management processes, accelerating the efficient delivery and development of products and features that resonate with user needs and expectations.

Senior Product Manager, Digital Asset and Exchange Product

Bullish.com (a block.one company) | Grand Cayman & Remote

Jan 2021 – March 2023

- Managed all product features directly related to listing of digital assets/tokens.
- Architected end-to-end digital asset vetting and listing process with consideration for secure and compliant custody.
- Maintained an expert level of domain knowledge, with attention to custodial solutions and asset management practices.
- Spearheaded research initiatives focused on Bitcoin-specific integrations and alternative custody solutions.
- Designed and iterated a regulatory-friendly Product/Feature Review and Approval process.

Key Achievements

- Designed and shipped a backend admin control panel, significantly accelerating the secure and granular listing of new digital assets on the platform.
- Designed a spot-price oracle/index engine and related RESTful API suite in support of margin and futures products.

Senior Technical Project Manager, Multichannel Replatforming

Omnichannel Commerce Inc | Remote

Oct 2019 - November 2020

- Formalized and standardized the agency's best practices for planning, managing, reporting, and billing projects.
- Led global teams of 30+, including Developers, Architects, and Project Managers.
- Managed ecommerce replatforming and systems integration projects including Salesforce Commerce Cloud, enterprise middleware, and various payment, warehouse, shipping/parcel management, and order management solutions.

Key Achievement:

- Delivered every client project within budget and scope.
- Founded and formalized the company's PMO.

Director of Product Management

StrongBlock | Remote

July 2018 – Sept 2019

- Brought the StrongBlock Enterprise-grade Blockchain-as-a-Service product suite to life.
- Managed product roadmap, product specs, global development team, QA, unit testing, regression tests.
- Transitioned team from waterfall-based engineering process to fully integrated agile process and SCRUM framework.

Key Achievements:

- Facilitated a successful \$4mm seed round, creating all product related creative assets, technical papers, roadmaps, pitch decks, and one-pager pitch sheets.
- Developed a comprehensive product strategy uniting user interviews, competitive landscape, and c-suite vision.

Regulatory Compliance Training Solutions Manager (AML, BSA, CTF)

BB&T (now Truist Bank) | Remote

Jan 2017 – Sept 2018

- Rapidly designed, prototyped, and implemented a new enterprise-wide AML training product.
- Consulted on BB&T's compliance program to support regulatory compliance needs for client-side products.
- Designed various change management solutions to ensure long-term viability of training assets.

Key Achievement:

- Delivered compliance training products resulting in lifting of FDIC issued consent order/decreed.

Regulatory Compliance Learning & Development Project Manager

American Express Foreign Exchange Services | Salt Lake City, UT

June 2011 – March 2017

- Consulted on product feature enhancement of a point-of-sale retail FOREX platform, implementing in-application help prompts to enhance user experience and product functionality.
- Led the firm's global training programs related to the platform, aligning with product management objectives.
- Instituted rapid prototyping methods, reducing training designer/developer man hours by 25% per project.
- Deployed and supported a global knowledge base with 3000+ topics to support customer facing relationship managers.

Key Achievement:

- Delivered global regulatory compliance training product rebuild across all business lines in response to Dodd-Frank.
- Provided product feature ownership leading to a successful go-live of a point-of-sale retail FOREX platform.

Education

Brigham Young University

September 2003 – April 2007

Bachelors of Science in Business Entrepreneurship

- Lean Startup Methodology
- Product Management
- Entrepreneurial Finance/Capitalization
- Business Development/Sales

Cornell University

September 1997 – January 1999

Natural Resource Management

- Agribusiness Management
- Behavioral Economics
- Change Management
- Public Relations