

BRIAN A. HOWELL, MBA

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Degreed Product Manager experienced in SaaS product management in consumer and B2B financial services and tax

Product Management Leader with 15 years of experience building product strategies and roadmaps for SaaS solutions as well as 13 years of experience managing teams of 1-5 direct reports and cross-functional project teams of up to 25 members.

Expertise

Product Management | Senior Leadership Liaison | Client Relations | Product Adoption | Product Integration | Product Roadmap | Client Experience Management | Data Analysis | Team Leadership | Team Development | Solving Business Challenges | Budget Management | Sales Forecasting | Client Feedback | Business Process Improvement

Professional Experience

LeaseAccelerator, Inc | Reston, VA

July 2022 – November 2023

Lease management & accounting software company providing compliance, lease administration and sourcing for real estate and equipment leases

Senior Product Manager

Developed and managed product roadmap for lease accounting and lifecycle automation and lease marketplace SaaS solutions in an agile environment to deliver innovation and meet client needs.

Developed a deep understanding of clients including leading survey and focus group programs, managed continuous improvement process. Led cross-functional teams to meet quarterly incremental plan executing features. Worked across the organization and with key clients to maximize user value.

- Implemented and managed new software development process leveraging Jira and Confluence and led continuous improvement efforts
- Created and led implementation of a low-cost, in-application survey to quickly obtain client answers to specific questions

H&R Block | Greensboro, NC

2014 – 2022

\$3B global tax preparation, financial products, and small business solutions provider

Lead Product Manager

Developed and led product roadmap for web-based tax practice software. Worked with developers to maximize user value, meet release schedules. Designed, administered and integrated user experience testing, executed pilot programs and managed product team.

- Achieved 100% growth in tax practice service revenue for each of the two years since national launch
- Identified the need, designed, and implemented a POS solution that resulted in a 25.4% increase in recognized service revenue

New River Innovation, Inc. | Greensboro, NC

2009 – 2014

Web-based tax practice and procedure software acquired by one of the largest global tax preparation companies

Product Manager

Owned product roadmap for web-based tax practice and procedure software. Managed product team.

- Increased 2013 YoY product sales by 205%
- Improved Net Promoter® Score from -10% in 2012 to 53.1% in 2014

Effectur, Inc. | Greensboro, NC

2007 – 2009

Technology-based solutions provider focused on the federal and state tax practice and procedure

Director of Integrity (2008-2009)

Led process and product policy development and changes to deliver a reliable, scalable experience for clients. Developed company's first policies to align organizational behavior with organizational core values. Owned the Net Promoter® program and leveraged data to adjust policies and procedures. Responsible for resolution of all client issues including managing external legal resources.

- Grew company-wide Net Promoter® Score by 10% from FY2008 to FY2009 and achieved over 55% response rates
- Resolved over twenty client disputes per month, creating improvement initiatives by analyzing the sources of disputes

Practice Group Manager (2008)

Managed operations group of 10 people responsible for delivering tax practice and procedure services; training and mentoring client service personnel and identified and implemented process improvement initiatives.

- Led group to produce the highest group and individual Net Promoter® score each month
- Led group of Account Executives to meet or exceed revenue, case closure, and NPS goals every month
- Helped design and implement new workflow, producing record earnings and maintaining quality

Account Executive Manager (2007)

Delivered tax practice and procedure services to clients and worked with sales team to grow business.

- Redesigned the team, increasing production capacity with lower cost per client
- Met individual goals each month, producing the highest earned revenue in two of seven months

Account Executive (2007)

Delivered tax practice and procedure services to clients

- Achieved the highest individual Net Promoter® score among all employees each month
- Met or exceeded earned revenue, case closure, and quality goals each month

Youth With A Mission | Restenäs, Sweden

2000 – 2006

Director, School of Biblical Studies (2003 – 2006)

Launched nine-month, international Bible study program on a new campus. Responsible for enrollment, fundraising, budgeting, staff recruitment and development, and teaching. Achieved a cash-flow positive position within two years.

Accounting Manager (2000 – 2002)

Maintained accurate accounting for the ministry campus; ensured compliance with all Swedish government reporting and disclosure requirements.

Carolina Software as a Service, Campobello, SC

1997 – 1998

Accounting Consultant

Conducted sales demonstrations and facilitated software implementations with customizations, customized product documentation, and technical support. Trained client accounting personnel.

- Played a key role in sales and held the primary role in implementations as the company grew revenue by 86%
- Provided consulting and training services, resulting in 100% implementation success rate

Education

Master of Business Administration

University of North Carolina at Greensboro, Greensboro, NC

BS Degree, Accounting

Clemson University, Clemson, SC