BRYAN ST. JOHN

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SUMMARY Product Leader with 10+ years in FinTech and B2B, B2C SaaS. Proven track record of hiring and developing Product Managers and directing strategy for white-label enterprise platforms. Expert in translating complex financial data into actionable tools for investors and analysts, with a focus on internal workflow automation and cross-functional execution.

EXPERIENCE

Senior Product Manager, Broker-Dealer ATS Product, ETANA CUSTODY — Lakewood, CO *Jan 2025–Sep 2025 (firm shutdown due to funding)*

- Architected and deployed an LLM-powered settlement engine in three weeks, automating trade parsing and multi-currency netting to replace manual reconciliation workflows.
- Defined the 9-month product strategy for a B2B custody platform, aligning API development with regional compliance requirements and institutional client needs.
- Orchestrated cross-functional delivery across engineering, security, and compliance, establishing SLA reliability standards for critical financial infrastructure.

Senior Product Manager, Account View (Investor Experience), DEXIAN (Consulting with LPL Financial) — Remote/Lakewood, CO *Jan 2024–Jan 2025*

- Directed the UX integration strategy for the Prudential-to-LPL migration, ensuring data integrity and system continuity for investor-facing web products.
- Managed stakeholder alignment on critical conversion timelines, designing data migration protocols that minimized service disruption.
- Owned the backlog and sprint planning to ensure on-time delivery of system integration milestones.

Head of Product, TONTINE TRUST — Lakewood, CO *Aug 2023–Jan 2024*

- Established the product vision and roadmap for lifetime-income pensions, ensuring long-term alignment between business objectives and user experience.
- Led the integration of Identity, Accounting, and Distribution systems to optimize platform efficiency and operational reliability.

Senior Product Manager, Client Applications, TRADESTATION — Lakewood, CO *Dec 2021–Aug 2022*

- Launched the retail web crypto trading application, introducing agile practices to accelerate feature delivery and improve team velocity.
- Developed a multi-year vision for client applications based on comprehensive market analysis and retail trading research.

Product Owner, Stock Plan Services, RANDSTAD (Consulting with Charles Schwab) — Lone Tree, CO *Nov 2020–Dec 2021*

- Designed a scalable rules engine enabling institutional clients to configure firm-specific controls, directly addressing complex user requirements.
- Translated user research into a prioritized roadmap for a major product rewrite, enhancing performance and user outcomes across multiple releases.

Director of Product Management (Wealth/OMS), BROADRIDGE — Wheat Ridge, CO *Sep 2012–Aug 2020*

- **People Manager** for 5 years, hiring, coaching, and mentoring a high-performing team of 6 Product Managers. Established product culture and development frameworks that increased team velocity and retention.
- **Enterprise Product Strategy:** Directed the lifecycle for a portfolio of 7 investment products (OMS), delivering "white label" trading platforms customized for Tier-1 institutions including **Charles Schwab, RBC Bank, and William Blair**.
- **Risk & Compliance:** Delivered a comprehensive compliance risk management system that prevented significant financial penalties and restored regulatory standing for key institutional clients.
- **Global Expansion:** Expanded market access by launching international trading and FX capabilities, enabling clients to trade across global markets seamlessly

Senior Product Manager, TEKSYSTEMS (Consultant at Broadridge) — Wheat Ridge, CO *Jan 2010–Sep 2012*

- Partnered with engineering/design/data to deliver new features; aligned product decisions to user behavior and market trends.
- Coordinated with marketing/sales for positioning; led discovery (research, prototyping, validation).

Self-Employed Financial Advisor, LPL FINANCIAL — Lakewood, CO *Jan 2004–Jan 2010*

- Built an advisory business within a federal credit union; delivered investment planning across equities, funds, bonds, ETFs, and annuities.
- Mitigated risk for clients using advanced equity options; trained advisors on hedging (collars) and risk management.

EDUCATION B.S., Business Administration (Finance) — The Ohio State University, Columbus, OH

CERTIFICATIONS Pragmatic Foundations (Product Management) Former Series 7/63/65 Former Life/Variable/Fixed Insurance Chartered Federal Employee Benefits Consultant

SKILLS Product: 0→1/1→N delivery; Discovery/JTBD; PRDs; Roadmaps & prioritization; KPI ownership; Stakeholder management; GTM enablement Platform & APIs: API-first productization; Integrations & automation; Validation & exception flows; Migration & data quality AI & Analytics: LLM-assisted workflows; Research synthesis; Funnels/cohorts/retention; KPI dashboards Delivery: Agile/Scrum; Backlog management (Jira); Cross-functional leadership; Risk & change management Tools: Jira; Figma; Google Workspace; Slack; Postman; MS Office Suite; Confluence