

# Brian Tran

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*New Business and Technology Explorer*

## Education

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University of Southern California, Los Angeles, CA Graduated  
Master of Science in Integrated Design, Business, and Technology

University of the Pacific, Stockton, CA Graduated  
Bachelor of Science in Business Administration  
Concentration: Marketing  
Dean's List

## Experience

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Strategy and Operations Lead November 2017 – Present  
SAP Labs LLC - Innovation Center Network, Palo Alto, CA

- Established a new Innovation Center in Southern California focusing on healthcare machine learning moonshots
- Crafted and executed the business operations roadmap with the Office of the CEO to expedite their vision
- Incubated a new business model for the company to bring new technology to the consumer space
- Leveraged quantitative and qualitative data to provide strategic direction for business and technical development
- Managed a team of developers and UX designers to deliver a new reservation system for enterprise users
- Scaled new business workflows efficiently to align with team strategy, user feedback, and yearly financial KPIs

Product Marketing and Business Analyst May 2016 – Present  
SAP Labs LLC - Innovation Center Silicon Valley, Palo Alto, CA

- Generated weekly multi-million financial budget reports, providing insights to the health of the business
- Analyzed the progress of 10+ ongoing projects, compiling all information for the Chief Innovation Officer to review
- Prototyped new technologies like computer vision and chatbots with strategic customers and consumers
- Built connections with various universities to increase research efforts, creating an internship pipeline
- Educated global customers through speaking engagements, spreading awareness of the SAP's innovative projects

Product Marketing and Communications October 2015 – April 2016  
SAP Labs LLC - Innovation Center Silicon Valley, Palo Alto, CA

- Produced visual and written content to promote the branding of the Innovation Center Silicon Valley
- Coordinated with 6 team managers across the globe to align their OKRs (objectives and key results) each quarter
- Orchestrated multiple event logistics, helping the team showcase projects to over 2,000 people worldwide
- Researched potential markets and industries for the Innovation Center to enter under Machine Learning
- Strategized with the Vice President of Global Development to execute various digital marketing campaigns

Social Media Marketing February 2015 – July 2015  
SOS Network, Stockton, CA

- Organized weekly posts for vendors through different social media platforms like Facebook, Instagram, and Twitter
- Developed content by planning the social media calendar and orchestrating product photo shoots
- Redesigned and prepared company content for pitch meetings with potential vendors
- Prepped vendor samples to get certified onto the Apple website and their physical stores
- Evaluated sell-through reports for 19 vendors with multi-million-dollar accounts utilizing Amazon Analytics

Finance Manager August 2011 - May 2012  
Insane Ink, San Jose, CA

- Increased profits by 5% each month from reviewing production costs and profits for the entire company
- Classified any discrepancies from multiple invoices sent to the team from supplier with each order
- Directed the team of designers to take on new projects each month, having the largest pipeline of revenue
- Constructed a new business method to optimize the time between design inception to final production

## Skills

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- **Project Management:** *Microsoft Office, iWork, G Suite, Trello, GitHub, SAP ERP, Jira, Scrum, Agile*
- **Tools:** *Adobe Creative Suite, Sketch, HTML, CSS, Brackets, Sublime Text, SQL, WordPress, Mural, InVision, Figma*