Brett Kosinski

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Profile

Senior Product Manager and Technical Leader with over 20 years of experience developing and launching business-critical applications in a rapidly evolving start-up environment. Experienced and enthusiastic teacher, mentor, coach, and manager, possessing excellent leadership skills. Exceptional writer and communicator for both technical and non-technical audiences.

Skills

Strategic Planning • Roadmapping • Requirements Analysis • Leadership • Coaching • Performance Management • Process Management • Policy Development • Writing • Communication • Systems Analysis • Software Development

Professional Experience

RUNWITHIT Synthetics   March 2025 - Present

RUNWITHIT Synthetics is a women-led, Certified Aboriginal Business founded in Edmonton, Alberta, that delivers data and actionable insights to leaders and decision makers by leveraging the power of synthetic data presented in a rich digital twin environment.

MANAGER OF PRODUCTS   MARCH 2025 - PRESENT

Serve as the bridge between business development, sales, and marketing groups, and the technical organization by translating technical capabilities into marketable features. Perform technical deep dives to identify, summarize, and communicate latent product value accumulated over years of evolution. Serve as product subject matter expert while assisting marketing in the authoring of social media posts and other communications.

Planned Career Break   July 2023 - February 2025

Chose to take a much-needed break to explore personal and professional interests, and spend time with family and friends. Among other adventures: traveled to Utah to observe the annular eclipse in late 2023, visited Mexico for the great total eclipse of 2024, and participated in my third Tour Alberta for Cancer.

INVIDI Technologies   2002 - June 2023

INVIDI was founded in 2000 in Edmonton, Alberta to deliver a product enabling addressable advertising on cable, satellite, and IPTV systems. As one of INVIDI's earliest employees, I held a critical role as individual contributor, leader, and eventually executive, as the company grew from a pre-seed startup to a venture-funded, award winning, industry leading ad tech vendor.

VICE PRESIDENT OF PRODUCT MANAGEMENT   MAY 2020 - JUNE 2023

SENIOR DIRECTOR OF PRODUCT MANAGEMENT   MAY 2018 - MAY 2020

Director of Product Management   Jul 2016 - May 2018

Led the INVIDI Canada office on a team of Product Management executives defining the vision and roadmap for INVIDI's television ad tech solution. Managed, coached, and mentored a tight-knit team of Product Owners.

- Built and managed a staff of Product Owners responsible for driving product execution across over ten teams located in Canada and the United States.
- Led the development of growth-enabling best practices across the department, including standardizing job definitions and promotion ladders.
- Participated in due diligence during the acquisition of the Stockholm-based Videoplaza unit of Ooyala, and partnered with leadership colleagues to blend the organizations during the post-acquisition transition period.
- Key leader in INVIDI's transition to software-as-a-service and the development of its next generation product offering.
- Represented INVIDI in high-level conversations with senior customer representatives as part of its SaaS transition.
- Led the definition, development, and deployment of INVIDI's first IP-based ad tech solution for Telenet, a Belgian television provider and INVIDI's first international customer.
- As part of a cross-functional team, led the definition, development, and delivery of INVIDI's solution for Tata Play, one of India's largest direct-to-home satellite providers and INVIDI's first customer in South Asia.

Product Manager   April 2014 - July 2016

Worked with leadership throughout the organization to transform INVIDI into a strategy-driven, product oriented company. Collaborated with technical and non-technical stakeholders to translate strategic vision into product execution.

- Established INVIDI's first successful formal Product Management function within the company after over a decade of engineering-led product development.
- Partnered with engineering leadership to transition INVIDI from waterfall development to Agile Scrum, including defining the Product Owner role in the INVIDI context.
- Cut time to market of new features by over 50% by transitioning the organization from a 1-2 year release cycle to delivering every 4-6 months.
- Developed INVIDI's first formal processes for managing, executing, and billing for customer feature requests in parallel with strategic product work.
- Defined and launched the Sentinel project, INVIDI's first enterprise on-premise monitoring offering to be used with its core addressable advertising product.
- Recognized by the National Academy of Television Arts and Sciences for contributions to Targeted Household Advertising on Linear Television.

Senior Software Developer   April 2010 - April 2014

Software Developer   August 2006 - April 2010

Associate Software Developer   June 2002 - August 2006

Developed numerous software projects in the company, including early phase proof-of-concept projects through later revenue generating products as the company transitioned from early startup to successful ad tech vendor.

- Contributed to early proof-of-concepts during INVIDI's nascent startup phase that ultimately led to our first committed customer deployment.
- Developed an emulation system used to execute embedded settop code and cable plant infrastructure on commodity hardware.
- Developed critical reporting and workflow enablement tools required to launch INVIDI's first revenue generating deployment.
- Led a small team developing INVIDI's first data warehousing and reporting platform.

Education

University of Alberta
Honours Bachelor of Science, Computing Science
1997 - 2002

Publications

- A Priori Scheduling of Multiple Assets Within a Collection of Asset Delivery Opportunities (ca 2831128)
- A Priori Scheduling of Multiple Assets Within a Collection of Asset Delivery Opportunities (us 9961379)
- A Priori Scheduling of Multiple Assets Within a Collection of Asset Delivery Opportunities (us 9530148)
- RFC 3520 - Session Authorization Policy Element