

BRANDON PETERSEN

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Product Manager | AI/ML Advocate | Customer Experience Champion | Cross-functional Team Leader

Product Manager with 2+ years of experience shipping AI/ML products with 8+ years leading \$100M+ retail operations. A combination that means I can read a P&L, write SQL queries, and run a sprint review all in the same day. At Sam's Club, I delivered an AI-powered financial forecasting tool that has generated \$2.4M in value and saved more than 2000 hours annually. Now leading Curbside Personalization for 50M+ members using Claude Code, Code Puppy, and modern AI tooling to turn curbside from a transactional handoff into a relational experience. Currently immersed in reading **Unreasonable Hospitality**

AREAS OF EXPERTISE

Product Strategy	E2E Product Ownership	0 -> 1 Product Development	Agentic AI Tooling
Agentic PRDs & Prototypes	AI/ML Product Management	Data-Driven Prioritization	KPI Definition & Tracking
Market Analysis	Cross-functional Leadership	Stakeholder Alignment	Enterprise/B2B SaaS
Agile / Scrum / SAFe	P&L Management	Retail & Omni Operations	Change Management

PROFESSIONAL EXPERIENCE

Product Manager II, Personalization, Sam's Club, Bentonville, AR | Aug 2025 – Current

Owning member-aware, personalized experiences across the omni-channel curbside experience

- *Defined the product vision and roadmap for curbside personalization, transforming pickup from a transactional handoff into a relational experience, targeting +2NPS pts, -5 minute perceived wait time for long wait times, and -15% contact rate across a 10-club pilot cohort currently underway*
- *Owned the pull product development lifecycle across a sub-category, applying structured, data-driven prioritization to sequence work across multiple parallel phases with 6 different teams*
- *Conduct market research, retention, and feature-impact analysis to validate strategic bets before committing engineering capacity, and communicate findings clearly to business and technical stakeholders*

Product Manager II, Forecasting & Scenario Modeling, Sam's Club, Bentonville, AR | July 2024 – Aug 2025

Led end-to-end delivery of the IBG financial forecasting & planning to a unified AI/ML platform replacing 12+ fragmented systems across a \$1B annual planning footprint

- *Shipped the IBG platform in 13 months with a 28-person cross-functional team, consolidating 12+ siloed data sources into a single real-time P&L, ML forecasting, and scenario modeling tool. Achieved 100% org adoption in 6 months*
- *Delivered a +30% forecast accuracy and 50% faster planning cycles, eliminating the multiple-week-long lag that had delayed executive decision-making and contributed to proactive signal-based planning at scale*
- *Saved 2000+ hours annually across the merch finance team and generated \$2.4M in measurable value by replacing manual Excel-based workflows that had consumed finance team capacity*
- *Gathered requirements through deep partnership with finance, category, and engineering teams; translated ambiguous business needs into a clear, phased roadmap, and maintained stakeholder alignment throughout delivery*

Product Manager Intern, Sam's Club, Bentonville, AR | March 2024 - June 2024

Product intern solving automation operations problems in real-time. Converted to full-time PM II upon completion

- Diagnosed and resolved a weight-tolerance mismatch between Packsize automated custom boxes and the WMS (Warehouse Management System), cutting hospital-lane rejections by 75% from 175 to 45 in a single week, and further to 5 after fixing an upstream order-modification sync issue
- Grew CVP auto-pack machine utilization at the ORD site from 12% to 25% in six weeks through a targeted leadership education campaign and direct associate engagement in the automation process
- Resolved a carton-sequencing misalignment between Packsize and Locus robots, coordinating a cross-system fix with engineering to synchronize production processes

Club Operations Manager, Sam's Club, Frederick, MD | June 2015 - March 2024

Worked various roles from cashier to co-manager. Led daily operations of a \$105M-revenue club across merchandising, fulfillment, fresh, HR, and P&L management

- Drove \$13M comp revenue to \$105M total in FY24 by building rigorous sales, expense, and wage budgets and actively managing store-index, P&L, and KPI cadences
- Achieved 97% inventory accuracy and reduced shrink by 11.8% through coordinated audit cycles and process discipline across merchandising, backroom, frontend, and leadership teams
- Led 60 associates through a visual-merchandising overhaul that improved operational efficiency by 25%, freeing capacity for higher-value customer-facing work
- Reduced new-hire onboarding time by 20% by designing a structured training program that got associates to full productivity faster

EDUCATION

B.S. Computer Science
Southern New Hampshire University

Aug 2023

CERTIFICATIONS & MEMBERSHIPS

Certified Scum Master
Scrum Alliance

valid through 2027

Certified Scum Product Owner
Scrum Alliance

valid through 2027