

Brandon Smith-Daigle

(he/him)

Product Strategy Leader



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Aurora, CO

brandonsmithdaigle

Professional website

SKILLS

Executive leadership, influence
Portfolio strategy & analysis
Market segmentation, modeling
Agile methodologies
Enterprise monetization
Complex go-to-market motions
SaaS ERP, HCM, EPM, BI
AI/ML, GenAI
Competitive intelligence
Complex data analysis

EDUCATION

University of Colorado, Boulder
Bachelors - Biology

University of Colorado, Boulder
Bachelors - Philosophy
(*Magna Cum Laude*)

SUMMARY

Dynamic strategic leader with demonstrated experience elevating people and product growth:

- Collaborative, data-driven strategy development focused on execution
- Synthesize customer, market, and technology trends into actionable opportunities
- Influence and align cross-functional teams via market, functional, technical expertise
- Empathetic champion for individual and team talent development
- Developing comprehensive marketing plans, sales tools, and product requirements
- Evolve monetization strategies to reduce sales friction, unlock new segments

EXPERIENCE

2016-2025 WORKDAY INC.

Vice President Product Strategy

July 2022 – February 2025

Product strategy leader for \$1B analytics, planning and EPM portfolio

- Lead strategy for five enterprise planning and analytics products, focusing R&D investments to grow the portfolio 24% to \$1B over 3 years.
- Close collaboration with product management leadership and GMs to align resource priorities to strategy, including several new GenAI LLM-based features.
- Influence and engage industry analysts from Gartner, IDC, Forrester to improve Adaptive Planning standing.
- Executive engagement during sales cycles and key contract renewals.
- Led multiple cross-functional complex pricing and packaging initiatives, increasing addressable market by over \$400M via new SKUs, product editions, price changes.

Sr. Director Product Strategy

May 2016 – July 2022

Product strategist for \$350M workforce analytics, reporting and planning portfolio

- Led strategy for AI/ML 0-1 product launch ([Workday People Analytics](#)) achieving \$50M and 500 customers in two years.
- Designed and facilitated recurring strategic customer advisory councils to evaluate and prioritize major investments across multiple product lines.
- Initiated significant cross-corporate strategy investment to increase market share and expand addressable market for [Workday Adaptive Planning](#) by \$2B.
- Partnered with solutions marketing to create sales- and customer-facing messaging.

2015-2016 SUMTOTAL SYSTEMS

Director Product Management

March 2015 – April 2016

Product management team leader for complex multi-acquisition unification - platform, UX, reporting, analytics

- Successfully launched SumTotal's largest release - \$3.5M UX redesign investment.
- Elevated product management best practices for agile development, sales enablement, and customer engagement.
- Managed relationships for accessibility testing, OEM reporting & analytics vendors.

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EXPERIENCE (continued)

2006-2015	ORACLE CORPORATION	
Sr. Principal Product Manager EPM/BI		July 2009 – March 2015
Key contributor transforming business intelligence and planning applications to cloud		
<ul style="list-style-type: none">▪ Managed HR Analytics business intelligence applications, including launching Oracle's new cloud Business Intelligence offering.▪ Developed high-fidelity user interface mockups for customer feedback sessions.▪ Experience with a range of technologies: Essbase, data warehousing, ETL modeling, identity management, Hyperion Planning.		
Principal Product Strategist HCM Applications		November 2006 – July 2009
Led product management & strategy for \$52M JD Edwards EnterpriseOne Human Capital Management product suite		
<ul style="list-style-type: none">▪ Demonstrated ability to transition from telecom to enterprise software in ninety days.▪ Introduced product portfolio evaluation to establish ROI focused prioritization.▪ Created and executed comprehensive go-to-market refresh for JD Edwards product line, including marketing materials and price analysis.▪ Initiated upsell campaign planning and execution for JD Edwards product line, including development of account-targeted seller packages and internal portal.▪ Presented roadmap and strategy to large audiences at annual conferences.		
1999-2006	INTRADO INC.	
Senior Product Manager		2002 - November 2006
Leader charged with \$48M product line management and next generation product development for Intrado's core 9-1-1 and location-based-services and software		
<ul style="list-style-type: none">▪ Managed five products concurrently while leading a team to consolidate and redesign several platforms into one.▪ Received Intrado's Q1-2004 award for "Operational Excellence."▪ Created requirements best practices training for Product Management team.		
Product Manager		2001-2002
Prioritized roadmap for complex privately hosted database services suite with \$15M in annual revenues during major growth period; simultaneously led product redesign.		
<ul style="list-style-type: none">▪ Developed product architecture redesign strategy, led over twenty contributors with a \$2M budget to complete in ten months.▪ Achieved 20% operating expense reduction in two years by identifying and directing product process and software efficiencies.▪ Product requirements and coordination for six major product releases per year.		
Sales Engineer		March 2000 to March 2001
Intrado's 2001 Commander's Club award for contributing to significant sales growth.		
Data Integrity Analyst		November 1999 to March 2000
March 2000 Employee of the Month recipient for contributions to team productivity and cost savings by driving new processes and scripting automation.		