TIM BREHMER

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SUMMARY

Product management and digital strategy leader with 10+ years of experience across financial services, automotive, and insurance. Experienced in translating customer insights and business objectives into product strategies, actionable roadmaps, and digital experiences. Combines customer-focused product thinking, analytical problem-solving, and cross-functional engineering leadership to deliver measurable business outcomes.

EXPERIENCE

DISCOVER / CAPITAL ONE – Principal Product Owner, Customer Onboarding – Chicago, IL
Nov 2024 – Present

- Led modernization of the credit card customer onboarding experience, translating customer insights and business objectives into product requirements and prioritized roadmap initiatives that improved onboarding completion and generated $25M in incremental sales.
- Partnered with product, business technology, analytics, and finance teams to evaluate product and technology opportunities, assess business value, and prioritize competing initiatives. Presented recommendations to directors and VPs across multiple business lines to guide roadmap decisions.
- Managed an eight-person engineering team, balancing product delivery priorities across growth, technical debt, and security while achieving 90% sprint completion.
- Established an experimentation framework and success metrics to standardize prioritization, testing, and performance measurement across digital onboarding initiatives.

DISCOVER FINANCIAL SERVICES – Principal Specialist, Digital Experience & Conversion Optimization – Chicago, IL
Jul 2021 – Nov 2024

- Owned the digital acquisition roadmap for credit card websites, translating customer insights and business objectives into prioritized product and experience enhancements that generated 75K+ incremental customers annually.
- Led customer experience strategy for the Secured Card product, using behavioral research and customer insights to identify product improvements that increased conversions by 11% and generated $2M in profit before tax (PBT).
- Partnered with engineering, product, marketing, and design teams to define product requirements and deliver reusable web components, establishing a scalable user experience framework.
- Developed performance dashboards and KPI reporting to monitor digital product performance, identify improvement opportunities, and inform roadmap prioritization.

MRM//McCann – Optimization Analyst – Birmingham, MI
May 2018 – Jul 2021

- Led client onboarding and project presentations, aligning stakeholders on business objectives, implementation approaches, and adoption of digital optimization initiatives.
- Coordinated A/B and multivariate testing across company websites, partnering with stakeholders to evaluate results and identify opportunities to improve the user experience.
- Evaluated proposed product and experience enhancements to assess potential business value and support prioritization and go/no-go decisions.

DIGITAS – Website Analyst – Detroit, MI
Sep 2017 – May 2018

- Developed standardized monitoring and reporting across 15+ website migrations, improving performance tracking and post-launch evaluations.
- Designed and implemented an omnichannel customer performance dashboard consolidating 20+ acquisition and engagement metrics into a unified customer view, replacing fragmented reporting.

UNIVERSAL MCCANN – Senior Paid Search Analyst – Birmingham, MI
Sep 2015 – Sep 2017

- Managed paid search campaigns for Fiat Chrysler, Nationwide Insurance, and GoPro, directing campaign execution and optimization against performance objectives.
- Leveraged marketing research and campaign performance data to optimize paid search strategies, reducing cost per click by 20% and increasing click-through rate by 5 percentage points.

SKILLS

Core Competencies: Product Strategy & Roadmap Development | Product Requirements & Feature Prioritization | Digital Product Management | Customer Experience Strategy | Product Discovery & Opportunity Assessment | Cross-Functional Product Development | Engineering Team Leadership | Quantitative Analysis & Performance Measurement | Experimentation & Continuous Improvement | Agile Product Delivery | Executive Communication & Stakeholder Alignment

Tools & Platforms: Jira | Figma | Microsoft Excel | Microsoft PowerPoint | Microsoft Teams | SharePoint | Adobe Analytics | Google Analytics | Adobe Target

EDUCATION

Master of Business Administration (MBA)
University of Michigan–Dearborn | April 2023

Bachelor of Business Administration (BBA)

University of Michigan–Dearborn | May 2015