Brent Gann

Product leader: integrations, partner ecosystems, and AI tooling

Panama City, FL · 850.585.1245 · brent@brentgann.io · brentgann.io · linkedin.com/in/brentgann

PROFILE

A builder and operator with thirteen years across engineering, product, and partnerships. I led engineering teams on an FDA-regulated healthtech platform that won customers around the world, helped grow a partner program 7–10x over two fiscal years, connected dozens of systems into single platforms, and founded a nonprofit that runs public courses, leagues, and sanctioned events with no paid staff. Two FSU degrees, and on FSU's teaching staff since 2013.

WHAT I BRING

Revenue from partners	Helped grow partnership revenue 7–10x over two fiscal years at Daxko, through COVID. Launched the DaxkoExchange marketplace and closed a first-of-its-kind Netchex deal.
Systems that work together	Thirteen years connecting systems that were never built to work together: 500+ medical devices into health records at NantHealth, eight first-time partner integrations at Crossbeam, and a rebuilt HubSpot integration at Splash inside platform work that at least doubled reliability.
A broad base, not a few big checks	Founded a volunteer-run 501(c)(3) whose annual income grew about 2.5x from many small givers, with reserves nearly doubled in under two years.
Live events	Direct record-setting tournaments, price them to return 85%+ of registration to players, and run post-event surveys that draw 80%+ response.
Decisions on data, with judgment	Build AI tooling with its eval results published, and a six-league forecasting system that pre-registers its hypotheses and publishes where the market beats it. Data informed, not data driven.
Discipline in a regulated world	Led engineering on an FDA-regulated product and teach two SACS- and ABET-accredited courses.
Teaching at scale	Designed an FSU course that now runs for about 1,000 students a year across four campuses, more than 4,600 since 2020.

PROFESSIONAL EXPERIENCE

Senior Product Manager · PlanHub — 2026 – Present

- Wrote the first connectivity strategy with the partner team for a preconstruction platform connecting general contractors, subcontractors, and suppliers.
- Consolidated reporting data across tools and built an AI-first knowledge base, a cross-system roadmap tool, and a shared operating system for the product org.

Principal · Coffee & Charisma (product and design consultancy) — 2025 – Present

- Built Bet Advisor, six-league sports forecasting research with pre-registered tests and a frozen betting policy.
- Launched Neutral Field, public college football power rankings that show every rating's parts.

Principal Product Manager · Enable — 2025 – 2026

- Led discovery and design to modernize the rebate management platform into an AI-first, API-enabled platform: new data models and APIs, a revised growth vision, and a connectivity strategy.
- Onboarded the Flintfox acquisition so pricing runs inside the rebate workflow.

Senior Product Manager, Integrations · Splash (acquired by Cvent, 2024) — 2023 – 2025

- Replaced a fragmented set of failing connectors with a managed Salesforce package; rebuilt the HubSpot integration on current endpoints; led platform work that at least doubled reliability and scalability.
- Delivered meeting booking on event pages with Chili Piper and developed that partnership from the product side.

Senior Product Manager, Ecosystems · Crossbeam 2021 – 2023

- Owned the integration surface and public API. Led the Salesforce, HubSpot, and Dynamics integrations and delivered eight first-time partner integrations, including Marketo, Outreach, Clari, and the Partnered integration that became Crossbeam for Sales.

Senior Partner Manager · Daxko 2020 – 2021

- Led strategic, referral, revenue, and ISV partnerships across five product lines through COVID. Helped grow partnership revenue 7–10x over two fiscal years.
- Negotiated the first-of-its-kind Netchex agreement, launched the DaxkoExchange marketplace, and landed new partners including Silverware.

Technical Product Manager · Masimo (acquired from NantHealth) 2019 – 2020

- Owned DeviceConX (medical-device-to-health-record integration) and VitalsConX, a 0-to-1 clinical rounding product I led as engineer, designer, and product manager.

Lead Software Engineer · NantHealth 2014 – 2019

- Led up to three scrum teams of five to seven engineers on an FDA-regulated platform integrating more than 500 medical devices into health records, and helped win customers around the world; managed the DevOps infrastructure.

Software Engineer · iSirona (acquired by NantHealth, 2014) 2013 – 2014

- Built the device integration platform at the Panama City startup that became NantHealth's device business.

LEADERSHIP AND COMMUNITY

Founder and President · Bay County Disc Golf Inc., a 501(c)(3) 2018 – Present

- Built a volunteer-run nonprofit that manages four public courses, leagues, and PDGA-sanctioned tournaments with no paid staff; every dollar goes back into events, players, charity, and the courses.
- Grew annual income about 2.5x from the first year to 2025 through sponsors, charity events, jerseys, and tournaments across five payment channels; reserves nearly doubled in under two years.
- Launched Root for Bay in 2022 to reforest parks devastated by Hurricane Michael. With a PDGA grant and volunteers, planted more than 600 trees in winter 2025–26, with county support for park revitalization.
- Direct the annual Majette Monster Mash, which drew a record 107 players at its sixth edition. Price events to return 85%+ of registration fees to players as value; post-event surveys draw 80%+ response.

TEACHING AT FLORIDA STATE UNIVERSITY

Adjunct Teaching Faculty · Florida State University 2020 – Present

- Designed CIS3250, Ethics and Computer Science, in 2020 and lead it for about 1,000 students a year, more than 4,600 since 2020, across four campuses: Panama City, Panama City (Panama), Tallahassee, and, from fall 2026, Valencia. Added COP3353, Introduction to UNIX, in 2025. Both are SACS- and ABET-accredited.

Course Mentor · Florida State University 2013 – 2020

- Assessed student work and maintained the course experience across seven computer science courses.

EDUCATION

Master of Business Administration, Florida State University · 2017

Master of Science, Computer Science / Software Engineering, University of West Florida · 2014

Bachelor of Science, Computer Science, Florida State University · 2013

WHAT COLLEAGUES SAY

> *"A great combination of analytical and high EQ, so he can identify problems, generate ideas and most importantly motivate those around him to take action."* Andrew McCraith, Product & revenue leader, partner to Daxko
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> *"Helping align different teams and perspectives into a coherent direction."* George Allard, Director of Integrations, Enable
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> *"A consummate communicator and talented relationship builder who has that magic sauce of genuinely connecting with his colleagues."* Kate Young, PhD, Brand & Event Marketing, Crossbeam
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> *"He can transition from peer reviewing an engineer's code to an executive budgeting or sales conversation without missing a beat."* Christian Smith, Technical Architect, worked with Brent at iSirona and NantHealth
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> *"Despite his long list of accomplishments, Brent is humble, willing to share and give credit."* Harker Roslin, Senior Product Manager