Brent Gann

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SUMMARY

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.

SKILLS

Product: Product strategy, discovery, roadmapping, PRDs and spec-driven development, connectivity strategy, platform modernization, post-market surveillance, FDA-regulated software

Integrations and partnerships: Public APIs, OAuth, webhooks, iPaaS, Salesforce (managed packages, Apex, Flow, AppExchange), HubSpot, Microsoft Dynamics, Marketo, Outreach, Chili Piper, marketplace launches, partner scoping and integration plans, ISV and referral partnerships, co-marketing

AI and tooling: Claude plugins and skills, MCP, eval harnesses, AI-first knowledge bases, internal tooling, statistical modeling and backtesting, Python, FastAPI, TypeScript, React, Next.js, Astro, Cloudflare Workers and Pages

Leadership: Agile scrum, managing multiple engineering teams, cross-functional planning, course design and assessment at scale, nonprofit leadership, event direction, sponsorship and fundraising

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.
- Built Claude skills so the product org runs discovery synthesis, spec drafting, and review with one method, and uses prototypes as PRDs for spec-driven development.

Principal, Coffee & Charisma | 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.

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.
- Lead instruction and assessment for both courses and selected the COP3353 textbook.

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.
- Scoped the Salesforce AppExchange package: guided setup, two-way OAuth connections, real-time event and guest sync, and Flow components.
- Wrote Splash's first connectivity strategy.

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.
- The other first-time integrations: ActiveCampaign, Impartner, LeanData, and PartnerPortal.io. Scoped a Gong integration powered by Crossbeam data.
- Expanded the connectivity strategy; contributed the product manager framework to the Alloy and Partnership Leaders integration business case guide; co-taught the EcoU Technology Partnerships Mastermind.

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.
- Growth measured FY2019–FY2021, with over $6 million sourced and attributed in the company's highest partnership year.
- Coordinated the first wave of virtual partners, revived Conversica, and ran API discovery so partner engineering teams could scope builds against the platform.

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.
- Improved data integrity and delivery speed in hospitals through device and EHR integrations.

Course Mentor, Florida State University | 2013 - 2020

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

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.
- Contributed code across DeviceConX and its distributed hardware, the Shuttle and Sentry.

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.
- Worked across the embedded hardware, the integration engine, and the EHR interfaces.

EDUCATION

Master of Business Administration, Florida State University, Tallahassee, FL, 2017

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

Bachelor of Science, Computer Science, Florida State University, Panama City, FL, 2013

COMMUNITY LEADERSHIP

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.