

Warren Brown

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I partner with CEOs, product and technical leaders to help you get the most out of your product and technical teams. For 20 years, I have been stepping into B2B startups and scaleups to maximize the customer and company value delivered by product/engineering/design orgs. If you need to accelerate revenue growth, customer acquisition or retention, I act as interim CPO or coach existing product leadership on how to: improve quality and speed of B2B customer needs discovery; double or triple software release velocity; establish clear OKRs; align product roadmaps with company objectives; and deliver compelling AI innovation.

What would your company look like if you were shipping twice as fast, doubling revenue and delighting new and existing customers. Let's jump on a call and get you on that path.

Experience

Settle / Chief Product Officer / COO

Feb 2024 - Present

Lead product, marketing, HR at B2B SaaS procurement, payments, and supply chain financing fintech.

- Scaled from \$30m to \$53m ARR and EBITDA positive operations in 12 months, driving annual payments volume from \$1.1B to \$2.4B
- Led successful acquisition / integration of SaaS competitor - launching combined product in 5 months
- Aligned product, engineering, design, and GTM orgs leading to a 2x increase in software release velocity and 2.2x increase in internal alignment scores (from 40-90%) in first 6 months.
- Leading transition from sales-led to product-led growth, aligning customer journey and outcomes with the needs of SMB founders and CFOs to accelerate customer growth
- Led rollout of in-app AI natural language UI, MCP server and Agent strategy
- Recently took over marketing, restructured the team, established clear KRs, on track for 4x growth in MQLs in 6 months while reducing overall budget
- Coached and developed IC PM into Director level leader

Order.co / VP of Product

Oct 2022 - Feb 2024

Directed 9-person product and design team at procurement/payments B2B SaaS fintech, processing >\$1b /annually.

- Grew ARR from \$20m to \$30m in 15 months by expanding marketplace take rate from 3 - 5%, and adding new card and AP trade financing products.
- Restructured product, design and engineering teams resulting in a 2x increase in software release velocity and 2x growth in internal CSAT scores
- Renegotiated contracts with card, ACH and lending partners - driving > \$3m in incremental margin
- Led early beta testing of AI agent to take over buyer-vendor email communications
- Implemented new B2B customer discovery process to speed PMs time to insight and accelerate delivery of customer value

Sivo / Partnr / Co-Founder / Chief Product Officer / COO

Oct 2020 - June 2022

Founded Partnr, an embedded lending fintech platform. Merged with Sivo in April 2021 to accelerate growth. Led product, capital markets, and API teams as we built the first embedded lending platform from launch to profitability.

- Defined product strategy, led early build, launched in < 3 months, > \$5m ARR & profitable in < 9 months
- Hired and trained a 5-person product team, built data-informed discovery, and planning processes
- Led rapid customer discovery process with 100+ B2B startups to inform MVP build out

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Northern Bank / Head of Product & Innovation

Feb 2015 - July 2020

Built product and engineering team of 8, led payments, fintech, and API strategy for a \$3.5B asset bank.

- Delivered new product launches and internal efficiency gains supporting 2x revenue (from \$63m to \$133m) and 3x NOI (from \$4.8m to \$13.9m) growth
- Designed and launched innovative SaaS treasury platform, growing commercial deposits >\$50M
- Developed and scaled an ACH payments API platform, enabling fintech/bank partnerships

ObjectVideo / President

Jul 2012 - Sep 2014

Held full P&L responsibility for a 30-person video technology company; led all product, engineering, CS, sales, marketing and finance functions. Architected and executed a successful exit.

- Defined new product roadmap resulting in >\$50MM increase in company valuation
- Prepared the company for sale and facilitated the acquisitions by Avigilon/Alarm.com

Tyco Security Products / VP, Product

Jul 2008 - Jul 2012

Led global product and product marketing for a \$1B B2B SaaS & hardware company. Managed a cross-functional team of 50 across multiple regions and drove 50+ successful product launches over three years.

- Transformed \$700m declining revenue business into \$1B revenue growing at 12% in 4 years
- Developed product strategy, led organizational process and delivery change to accelerate new product launches and maximize margin from established lines
- Built global stakeholder engagement process to drive alignment and roadmap buy-in
- Developed API integration program, leading to an ecosystem of 20+ integrated partners

IntelliVid / Director, Product Management/Marketing

Jun 2007 - Jul 2008

Lieutenant to CEO at vidtech startup in pre-acquisition growth effort. Led product and sales, resulting in 100% increase in installed base.

- Led product strategy, product roadmap, release planning, marketing, and business development
- Signed Walgreens, Duane Reade, and Best Buy to pilot contracts pre-acquisition.

Education

Harvard Business School / MBA | 2003-2005

Baker Scholar (Top 5% of class), Siebel Scholar, Social Enterprise Club

Western University (London, Ontario) / Honors Business Administration | 1992 - 1996

Gold Medallist (#1 in class). 6 month exchange semester to ITESM (Queretaro, Monterrey - Mexico)

Tools, Tech & Skills: Salesforce, hubspot, amplitude, datadog, linear, jira, notion, figma, bolt, lovable, cursor, product vision, product roadmaps, stakeholder alignment, team-building, innovation