

# BRETT ZIENOWICZ

Mableton, Georgia 30126 • 770-883-1922 • brett.zienowicz@gmail.com

Technology and product leader with 10+ years of enterprise experience driving large-scale digital transformation, SaaS platform strategy, and cross-functional execution at NCR, Coca-Cola, and The Home Depot. Founder of a growing private-label eCommerce brand leveraging AI-enabled systems across product development, operations, and marketing.

## EXPERIENCE

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### **Matterform**

#### **Business Owner**

**Atlanta, GA**

*May 2020 – Present*

- Built a private label eCommerce business on Amazon generating over \$400K in annual revenue, achieving 40% year-over-year growth in 2025.
- Operate a lean manufacturing and fulfillment workflow, managing end-to-end product lifecycle from CAD design and prototyping to production, packaging, and FBA logistics.
- Leverage AI for product ideation, copywriting, and marketing images, reducing content production time and accelerating new product launches.
- Built an internal ERP system using AI-assisted development to manage procurement, forecasting, and production planning.
- Founded RoboRatings.com, a robot vacuum shopping platform built using AI-assisted development and leveraging AI for content creation, marketing, and search engine optimization.

### **NCR**

#### **Executive Director, Design System & Platform Strategy**

**Atlanta, GA**

*May 2021 – December 2023*

- Led the strategy for evolution of NCR's software experiences into a unified SaaS product ecosystem.
- Established and scaled a centralized design system team to drive experience convergence across NCR's product portfolio.
- Orchestrated adoption of the design system across 25+ products during initial 12-month period.
- Led a cross-functional organization of 20 people spanning engineering, UX design, and product management to deliver shared platform capabilities across NCR's software portfolio.

#### **Sr. Product Manager**

*September 2018 – May 2021*

- Owned the roadmap and strategy to drive transformation of NCR's authenticated digital customer experience.
- Managed NCR's B2B eCommerce initiatives, processing \$30M in annual revenue in 2019.
- Led scrum teams, product owners, and UX designers to drive improvements to the digital experience.
- Partnered with stakeholders and customers to prioritize and deliver value in alignment with NCR's long-term vision.

## EXPERIENT GROUP

### **Manager**

**Atlanta, GA**

#### **Digital Product Manager / NCR**

*July 2018 – September 2018*

- Worked with cross-functional teams on product development for NCR's customer-facing digital properties.
- Developed user stories and acceptance criteria to ensure successful delivery of new product features.
- Managed the migration of 3 external websites into NCR.com to drive a consistent global brand experience.

#### **Sr. Consultant**

#### **Digital Product Manager / Coca-Cola**

*June 2016 – June 2018*

- Organized development, UX, and project management resources to build web software on top of WordPress.
- Oversaw 2 internal knowledge sharing web platforms with traffic exceeding 400,000 annual page views.
- Managed annual operating budget exceeding \$650K and capital budget of \$1.5 million.
- Established enterprise web framework which enables cost savings of \$3,000+ annually for each new website.

## THE HOME DEPOT

### **Sr. Analyst and Digital Content Analyst**

**Atlanta, GA**

*January 2013 – June 2016*

- Developed product optimization strategy for 2 key suppliers accounting for \$500 million in annual gross demand.
- Saved \$2.4M in lost sales during 2015 by identifying and correcting pricing issues across 350 key items.
- Contributed \$482,000 in incremental revenue during 2015 by discovering & addressing inventory optimization issues.
- Pioneered the use of infographics within product pages; improved conversion by 8 basis points across 40,000+ items.

## EDUCATION

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### **GEORGIA INSTITUTE OF TECHNOLOGY, Scheller College of Business**

**Atlanta, Georgia**

Bachelor of Science in Business Administration (IT and Marketing)

## SKILLS

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Claude, Claude Code, ChatGPT, Product Management, eCommerce, Amazon FBA, React, Figma, SEO, Data Analysis