

Brendan Tack

PRODUCT MANAGER

E-commerce | Hospitality SaaS | Customer onboarding

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PROFILE

Product Manager focused on commercial growth, e-commerce and hospitality SaaS, with 6+ years in product management and ownership and 10+ years across technology delivery and implementation. Built a £100k first-year revenue channel, onboarded 50+ hotels for a contactless guest app and reduced client onboarding from two weeks to three days. Connects customer discovery, product priorities and delivery to commercial outcomes.

SELECTED IMPACT

- £100k in new e-commerce revenue at Emerald Publishing in year one, against a £70k target.
- 50+ hotels onboarded for HOP's contactless guest app, spanning check-in, payments and digital keys.
- 50% reduction in course build time at Imagine Learning, evidenced through Pendo analytics and stakeholder feedback.
- Reduced hotel client onboarding from two weeks to three days through guided self-service training.

PROFESSIONAL EXPERIENCE

Imagine Learning | Feb 2024 - Present

EdTech provider of digital learning and curriculum products for schools; internal content-authoring and search platforms.

Product Manager | Feb 2025 - Present

- Led conversational search across thousands of educational objects, reducing course build time by 50%, evidenced through Pendo analytics and stakeholder feedback.
- Built the business case through power-user ride-alongs and product analytics; tested AI-assisted prototypes before engineering commitment.
- Led a cross-functional team across platform search and content authoring, embedding AI tooling into workflows to reduce manual effort.

Product Owner | Feb 2024 - Feb 2025

- Refactored a fragmented CMS into a shared core: support tickets fell from about 10 per week to 1-2; releases moved from almost a day to roughly one hour.
- Delivered Course Editions to remove manual cloning across hundreds of courses, plus Diagnostics and a controlled Push workflow to protect content quality.

Emerald Publishing

Academic publisher serving universities, researchers and professional readers through journals, books and case studies.

Product Owner | Feb 2021 - Feb 2024

- Built a new e-commerce channel for an underserved professional audience, generating £100k in first-year revenue against a £70k target.
- Rebuilt the purchase journey using Hotjar, Google Analytics and journey mapping to identify friction and guide product decisions.
- Led product discovery and delivery across three teams working on the publishing platform and research tools, aligning priorities with company OKRs.

HOP Software

B2B hospitality software provider building hotel property management, guest apps, ordering and reservation tools.

Product Manager / Owner | Dec 2019 - Feb 2021

- Onboarded 50+ hotels for the contactless guest app, spanning check-in, payments and digital keys. Neem separately reports 50+ apps launched across the App Store and Google Play.
- Shipped a food-sales MVP in one weekend with 2-3 developers; grew it into a full ordering platform adopted by about 80% of 400 hotels within seven months.
- Reduced onboarding from two weeks to three days through self-service training. Built a multi-property CRS adopted by two chains of 10+ hotels each.

Guestline

B2B hotel software provider offering property management, distribution and revenue-management systems.

Implementation Specialist | Sep 2015 - Dec 2019

- Implemented PMS and revenue-management systems across EMEA hotel groups, from configuration through training and go-live.
- Connected hotel teams and product, translating operational constraints into practical workflows and actionable product feedback.

Hotel Operations

Guest-service and front-office roles across Marriott and UK hotels, from independent properties to a 708-room London hotel.

Front Office Leadership | 2008 - Sep 2015

- Progressed from a Marriott placement in Colorado to front-office leadership in the UK, including guest services at the 708-room Kensington Close Hotel in London.

SKILLS

Product Discovery, user research, strategy, roadmapping, OKRs and stakeholder alignment.

Platforms CMS, PMS, CRS, SaaS, e-commerce, APIs and workflow automation.

AI & data AI-assisted prototyping, conversational search, Pendo, Hotjar and Google Analytics.

Delivery Scrum, Kanban, Jira, Confluence, Miro and GitHub.

EDUCATION & CREDENTIALS

BA (Hons) Business Management with Club & Casino

Leeds Metropolitan University | 2009-2011

HND Hospitality Business Management

Leeds Metropolitan University | 2007-2009

2026 Google AI for App Deployment, Coursera.

2025 Pendo Product-led Certification; Aha! Product Management Professional; edX Web Accessibility (WCAG).

2023 Certified Scrum Product Owner, Scrum Alliance; Product Strategy and Roadmapping Micro-Certifications, Product School.

2022 KMP1: Kanban System Design, Kanban University.

Certificate evidence: brendantack.com/portfolio#education

SELECTED INDEPENDENT BUILDS

BrickStack LEGO inventory app with photo part-scanning and BrickLink lookup.

Clubable Beta sports-club platform for registration, payments, bookings and communication.

Case studies: [Imagine Learning](#) · [HOP Software](#) · [Emerald Publishing](#)