

Brendan Tack

Product Manager & AI Strategist

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brendantack.com

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Product Manager with 10+ years across EdTech, Publishing and Hospitality. I simplify complex workflows, align teams around user and commercial outcomes, and use AI pragmatically to speed discovery, delivery and decision-making.

CORE SKILLS

Product craft

Strategy, roadmaps, discovery, user research, requirements, stakeholder alignment and agile delivery across the full SDLC.

Roadmaps

Discovery

Stakeholders

Delivery

Technical range

AI search, NLP, GenAI-assisted workflows, CMS, SaaS, e-commerce, analytics and process improvement.

AI Search

CMS

SaaS

Analytics

EXPERIENCE

Imagine Learning / Product Manager

Feb 2025 - Present

- Leading AI-driven product work across the Cosmos CMS, including conversational search, GenAI-assisted discovery and workflow improvements.
- Using prototypes, stakeholder evidence and analytics to reduce discovery-to-delivery cycle time and improve decision quality.
- Simplifying fragmented operational workflows so teams can find content, understand context and move faster.

Imagine Learning / Product Owner

Feb 2024 - Feb 2025

- Owned delivery for the v2 Learning Platform, balancing migration planning, delivery sequencing and user experience improvements.
- Partnered with engineering, design and operations to reduce rework, improve sprint clarity and support a stable delivery environment.
- Helped minimise manual migration effort through clearer process design, acceptance criteria and cross-team alignment.

Emerald Publishing / Product Owner

Feb 2021 - Feb 2024

- Rebuilt and improved e-commerce experiences for academic publishing, reducing checkout friction by 40%.
- Translated user research, analytics and stakeholder needs into roadmap decisions that improved the purchase journey.
- Balanced commercial outcomes with platform constraints, ensuring work shipped with measurable value.

50%+

expected course build time reduction

40%

checkout friction reduction

AI

search and workflow acceleration

Proof & Foundations

Experience, education, tools and credentials

More proof lives online: projects, blog, certificates and the full product-style CV.

Visit website 

EARLIER EXPERIENCE

HOP Software / Product Manager & Product Owner

Dec 2019 - Feb 2021

- Managed hospitality product improvements across onboarding, booking journeys, CRS and customer-facing applications.
- Turned operational pain points into practical product changes that improved adoption, retention and customer experience.
- Worked closely with hotels, commercial teams and developers to define clear requirements and deliver usable releases.

Guestline / Implementation Specialist

Sep 2015 - Dec 2019

- Delivered PMS implementations for hospitality clients, building strong operational understanding of hotel workflows and user needs.
- Configured systems, trained teams and supported go-live activity across multi-property and operational environments.
- Developed the customer empathy and process discipline that now shapes product discovery and delivery.

EDUCATION

Leeds Metropolitan University

BA (Hons), Business Management

Business strategy, operations and people management.

HND, Hospitality Business Management

Hospitality systems, service quality and commercial delivery.

TOOLS

GitHub Jira Confluence Miro Pendo

Hotjar Mixpanel Microsoft 365 Slack

n8n ChatGPT Claude Gemini

WORKING STRENGTHS

Product clarity

Roadmapping, requirements, acceptance criteria and trade-off decisions that keep teams moving.

User evidence

User research, analytics, stakeholder workshops and clear problem framing.

AI-enabled delivery

AI-assisted prototyping, workflow design and pragmatic process improvement.

CERTIFICATIONS

Product-led Certification - Pendo, 2025
Web Accessibility / WCAG - edX, 2025
Aha! Product Management Professional Certificate - 2025
Product Strategy Micro-Certification - Product School, 2023
Product Roadmapping Micro-Certification - Product School, 2023

Available for product roles where the work needs practical strategy, strong delivery habits and a calm approach to complex systems.