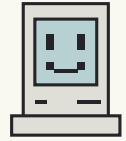




Read Me



Brendan Tack



Product Manager & AI Strategist

North Yorkshire, UK · Remote / hybrid

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I turn complex operational problems into useful digital products. My approach combines user research, commercial judgement and hands-on AI prototyping, shaped by 10+ years across EdTech, publishing and hospitality technology.



Selected outcomes



50%

less course build time

[Imagine Learning](#)

£100k

first-year revenue

[Emerald Publishing](#)

50+

hotel apps launched

[Neem case study](#)



Experience / 01



Imagine Learning

Product Manager

Feb 2025 – Present

Led conversational search across thousands of educational objects, reducing course build time by 50%. Validated the problem through power-user ride-alongs and Pendo analytics, then tested AI-assisted prototypes before engineering commitment. Led a cross-functional team across platform search and content authoring.

Imagine Learning

Product Owner

Feb 2024 – Feb 2025

Refactored the CMS into a shared core: support tickets fell from about 10 per week to 1-2, with releases down to roughly one hour. Delivered Course Editions, Diagnostics and a controlled Push workflow.

Emerald Publishing

Product Owner

Feb 2021 – Feb 2024

Built an e-commerce channel that generated £100k in first-year revenue against a £70k target. Reduced checkout friction by 40%. Owned three teams, connecting discovery and delivery to company OKRs.

Earlier experience continues on page 2



Experience / 02

HOP Software**Product Manager / Owner**

Dec 2019 – Feb 2021

Shipped a weekend food-sales MVP, reaching about 80% adoption across a 400-hotel customer base. Delivered contactless guest apps: Neem reports 50+ apps launched across the App Store and Google Play, serving thousands of guests. Cut onboarding from two weeks to three days and delivered a multi-property CRS.

[Contactless apps: read Neem's case study](#)**Guestline****Implementation Specialist**

Sep 2015 – Dec 2019

Implemented PMS and revenue-management systems across EMEA hotel groups, from configuration to go-live. Translated operational constraints into practical workflows and actionable product feedback.

Hotel Operations**Front Office Leadership**

2008 – Sep 2015

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

Skills

Product

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

AI & data

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

Delivery

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

Platforms

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

Education & learning

BA (Hons) Business Management with Club & Casino

Leeds Metropolitan University · 2009-2011

HND Hospitality Business Management

Leeds Metropolitan University · 2007-2009

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.

Side quests / Independent products

 [BrickStack](#)

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

 [Clubable](#)

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

 [OutQuest](#)

iPhone and Apple Watch app turning real-world goals into quests and family rewards.