

BRENDAN FLYNN

SENIOR TECHNICAL PRODUCT, SERVICE TRANSFORMATION & DELIVERY

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PROFILE

Senior technical product, service transformation and delivery practitioner with 10+ years' management experience in global SaaS, working with customers and across Operations, Product and Engineering. Diagnoses complex customer and operational problems, turns evidence into product direction, requirements, operating models and technical systems, and leads cross-functional delivery through implementation, adoption and review. At Shopify, created and scaled a global enterprise optimisation service; at SOTI, redesigned EMEA technical support operations and shaped proposed AI-assisted service capabilities. Complements enterprise delivery with hands-on, privacy-conscious product building and applied AI.

CORE CAPABILITIES

Product Discovery & Problem Definition | Service Transformation & Operating Models | Technical Requirements & Solution Design | Cross-Functional Implementation & Adoption | Customer Experience, Operations & Recovery | Product Operations & Measurement | People Leadership & Organisational Design | Workflow Automation | Applied AI Design & Governance

PROFESSIONAL EXPERIENCE

Technical Support Manager, EMEA | SOTI | Feb 2023 - Present

Hybrid, Ireland | Enterprise mobility management SaaS

- Diagnoses systemic service problems using Salesforce reporting, case volumes, SLA breaches, queue coverage, escalation data, customer-health signals and frontline insight; converts findings into prioritised, testable improvement initiatives.
- Redesigned EMEA support operations across Standard, Premium and Enterprise tiers, covering case distribution, queue coverage, role definitions, Technical Lead-owned quality assurance and governance, ageing-case recovery, escalation controls and success measures.
- Translates customer risk into recovery playbooks coordinating Account Management, Sales Engineering, Professional Services, Product, Engineering and Support, including direct work with at-risk enterprise customers.
- Introduced a repeatable delivery path using problem statements, project briefs, business requirements documents, workflows, success measures and review loops, replacing ad hoc proposals with structured cross-functional implementation.
- Defined data, metadata, Knowledge-Centered Service, decision logic, evaluation, security and integration requirements for proposed AI-assisted classification and deflection across approximately 50,000 annual cases; built a VP Product-endorsed business case projecting C\$750K-C\$1.2M in potential annual efficiencies, not realised savings.
- Managed multidisciplinary teams of up to 15, including technical leads, operations staff and seconded project resources; hired 10+ and developed or promoted 10+, including four into the Irish office's first Senior Specialist roles, while helping establish a second Technical Support Manager role.

PROFESSIONAL EXPERIENCE - SHOPIFY

Optimisation Services Manager | Shopify | Jan 2020 - Dec 2022

Remote | Global commerce platform | Global service and international team

- Formalised and scaled a support-led pilot into Shopify's global enterprise Optimisation Services function, defining its product vision, merchant segmentation, operating model, roadmap and specialist delivery model.
- Delivered 300+ optimisation engagements for merchants representing \$4B+ in combined GMV using merchant insight, UX research, behavioural data and experimentation; Shopify Growth measured 26% average conversion uplift across the programme.
- Converted manual audits into structured, rules-based workflows and automated report generation, codifying specialist knowledge into reusable standards, training and review loops.
- Translated merchant and operational needs into project briefs, journeys, use cases, user stories and prioritised requirements; designed, but did not launch, a decision-tree capability for Customer Success and a roadmap towards merchant self-service.

Technical Support Manager, Front-End Development | Shopify | Aug 2016 - Jan 2020

Remote | Global commerce platform

- Identified an unmet merchant need through support and merchant insight, then conceived, designed and piloted the offer that became Optimisation Services before moving into its dedicated management role.
- Implemented ticket-routing and automation workflows supporting more than 1,200 cases per week globally and reworked Agile workflows across 100+ technical staff, establishing clearer ownership and cross-team operating practices.
- Led product-aligned theme support and development initiatives, managing front-end developers and translating recurring merchant problems into support workflows and user-experience improvements.

Technical Support Manager, Escalations | Shopify | Mar 2016 - Aug 2016

- Established Shopify's first European escalated technical support function and grew the initial Theme Support and Tier 2 teams from five to eight people, defining the workflows and operating structure required for regional growth.

Technical Product Support Specialist | Shopify | Jul 2015 - Mar 2016

- Delivered escalated front-end product support, theme troubleshooting and Theme Store quality reviews using Liquid, HTML and CSS; progressed into management within nine months.

SELECTED INDEPENDENT PRODUCT & APPLIED AI WORK - PART-TIME

The Loop | Athlete Preparation and Reflection Product | 2026 - Present

Independent, pre-release mobile product for athletes aged 16+

- Designing and building a privacy-first product for preparation, structured reflection, scheduling and athlete-owned performance learning; external user impact is not yet validated.
- React Native provides the mobile product and Expo accelerated prototyping. An EAS/TestFlight build and physical-device quality assurance are the next release gate; Supabase, PostgreSQL and row-level security enforce identity, provenance and access boundaries.
- Designed separate athlete and coach surfaces: coaches receive thresholded aggregate team patterns rather than private athlete reflections, with AI limited to narrow acknowledgement and guided reframing.

Mira | Creative Co-Thinking Product | 2025 - Present

Implemented privacy-conscious progressive web application

- Built a creative workspace using Next.js, React and Supabase, including authentication, offline access and OpenAI integration through Supabase Edge Functions; user impact remains unvalidated.
- Designed AI-supported workflows to surface themes, voices, tensions and possible literary forms while preserving user control, source-material privacy and authorship.

Executable Product Development Framework | Published v1.1 | 2026

- Published a public, evidence-gated state machine for humans and AI agents with stage contracts, machine-readable templates, a worked example and continuous automated repository validation; adoption impact is not claimed.

Additional Published Discovery Work

- **Foreground:** Produced a discovery and architecture foundation for a privacy-first product intended to help 13- to 22-year-olds move from digital intention to real-world action; no application has been built and development is gated by user validation.
- **Aodh Lab:** Published an early-stage public personal AI systems framework documenting memory, permissions, privacy modes, human approval, example workflows and a PII-masking starter tool; no connected runtime is claimed.

TECHNICAL FLUENCY & METHODS

Technical product and delivery: Product discovery, Voice of Customer, UX research, service design, journeys, use cases, user stories, requirements, BRDs, roadmaps, stakeholder management, programme and change delivery, Agile, Scrum, Lean, KCS, SLAs, KPIs and OKRs.

Data, automation and business systems: Salesforce, Jira, Power BI, Google Analytics, SQL, PostgreSQL, Supabase, Microsoft 365, SharePoint and Power Automate.

Product building: GitHub, Figma, React, Next.js, React Native, TypeScript, JavaScript, Liquid, HTML/CSS, Python and Expo/EAS for prototyping and release tooling.

Applied AI and responsible delivery: OpenAI API, Microsoft Copilot, Codex, Claude Code, LLM workflow and evaluation design, human-in-the-loop controls, data minimisation, PII masking, row-level security, prompt-injection controls and safeguarding.

EDUCATION & RECOGNITION

Higher Diploma in Science in Software Development | Galway-Mayo Institute of Technology (now ATU) | 2014

Bachelor of Arts (Honours) in Fine Art | Galway-Mayo Institute of Technology (now ATU) | 2013

Awards: Student Achievement Award, GMIT | 2013; Most Innovative Application, Hack4Europe / Europeana, hosted at Trinity College Dublin | 2013

Creative practice: *Acid Rain on the Bogs*, Radius Community Exhibition, Portumna Courthouse | Aug 2026; forthcoming: *The Ice Age Is Coming*, Shorelines Arts Festival | Sep 2026