

BRANDON (CHAD) AUSTIN

MarTech Product Manager — CRM, Sales Platforms & Marketing Automation

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SUMMARY

Senior MarTech Product Manager with 10+ years leading enterprise CRM, marketing automation, and sales enablement platforms. Proven track record launching solutions across 6,500+ locations with 95% data accuracy. Expert in Salesforce ecosystems, Marketing Cloud, and cross-functional delivery. Owner of Pixel & Purpose Studios, developing custom web applications and marketing technology solutions.

EXPERIENCE

Owner & Product Lead

2023 – Present

Pixel & Purpose Studios

Building custom web applications, marketing automation tools, and SaaS products. Developed PDF generation platform, recipe progression app (1YearChef), marketing analytics dashboards, and real estate portfolio sites.

Product Manager — Sales Domain & MarTech **EMPLOYEE OF THE MONTH - DEC 2025**

2022 – Present

Genuine Parts Company

Led enterprise CRM and territory management platform launches across **6,500+ locations**. Architected Salesforce integrations, data migration strategies, and marketing automation workflows. Maintained **95% data accuracy** since 2023. Owned enablement, rollout sequencing, training, and adoption measurement using PowerBI dashboards.

Solution Strategist — Salesforce CRM & Marketing Cloud

2021 – 2022

Berkshire Hathaway Home Services

Drove CRM and marketing platform initiatives supporting **50,000+ agent network**. Designed Marketing Cloud journey orchestration, email automation workflows, and Salesforce data architecture. Implemented lead scoring and attribution tracking.

Senior Product Manager — Enterprise Marketing Enablement

2017 – 2021

Cox Automotive

Led delivery of demand generation platforms across **22+ brands**. Built marketing automation infrastructure using Pardot integrated with Salesforce for closed-loop reporting. Managed technical roadmaps for email platforms and campaign tools.

Marketing Technologist

2014 – 2017

Manheim (Cox Automotive)

Implemented marketing automation platforms and built custom KPI dashboards. Integrated Google Analytics, Google Ads, and CRM systems for attribution reporting. Developed data pipelines and automated reporting infrastructure.

SKILLS & EXPERTISE

MarTech Platforms: Salesforce CRM, Marketing Cloud, Pardot, HubSpot

Product Strategy: Roadmaps, Discovery, Prioritization, OKRs

Automation: Zapier, APIs, Webhooks, Data Pipelines

Analytics: PowerBI, Google Analytics, Attribution, KPI Dashboards

Technical: HTML/CSS/JavaScript, SQL, VS Code, API Development

Delivery: Change Management, Training, Enablement, Adoption

PORTFOLIO

1YearChef (1yearchef.com) — Culinary learning platform with progressive meal planning

Marketing Dashboard (marketing.baustalk.cc) — Analytics and campaign management for multi-channel marketing

Eicram Capital (eicram.com) — Real estate development brand with conversion-driven web presence

PDF Tool (pdf.pixel-and-purpose.com) — Browser-based PDF utility with zero installs