BRIAN ABBATE
SENIOR DIGITAL PRODUCT LEADER

Thompson's Station, TN 37179 ♦ (615) 557-8340 ♦ bwabbate@protonmail.com ♦
LinkedIn ♦ Portfolio

PROFESSIONAL SUMMARY

Enterprise B2B SaaS product leader driving strategy, delivery, and outcomes in complex environments. Built HCA/HealthTrust's first Product Management organization and governed a $30M digital transformation delivering 7-10% cost savings for 1,500+ hospitals. At EY, led products supporting $1B+ in revenue. Combines deep product fundamentals with hands-on AI fluency to move from discovery to delivery faster.

WORK HISTORY

Local Edge Technology Solutions – Nashville, TN

Independent AI Consultant, 08/2025 - Current
- Consult with small and mid-sized businesses to identify high-impact automation opportunities; deliver production-ready AI solutions that reduce manual work and improve customer responsiveness.
- Created end-to-end AI workflow that applies product fundamentals — stakeholder discovery, solution ideation, defined success criteria, rapid prototyping, user validation — to move from raw idea to production deployment without sacrificing quality or discipline.

EY (Ernst & Young) – Nashville, TN

Senior Manager, Product Leader, 02/2020 - 08/2025
- Led product strategy for two enterprise platforms: US Corporate Income Tax (125K+ annual returns, ~1,400 clients) and user provisioning system (25K+ annual access requests).
- Owned full product lifecycle—discovery, roadmap, prioritization, delivery—managing up to 4 parallel releases across production support, UAT, development, and planning phases.
- Partnered with UX to prototype, test, and validate concepts; led cross-functional delivery ensuring release readiness and compliance across security/privacy/legal/independence/architecture.
- EY AI platform certified; oversaw an AI chatbot that replaced online forms and reduced user friction.
- Designed and facilitated a 3-day annual strategy and prioritization session; established the model used year after year.

HealthTrust, A Division of HCA Healthcare Inc. – Nashville, TN, 10/2011 - 02/2020

Director, Product Management, 02/2017 - 02/2020
- Founded and scaled HealthTrust's first Product Management organization (3 PMs, 1 UX, 1 Process Engineer) supporting $50B annual healthcare contract portfolio across 1,500+ hospitals.
- Set direction for 2-year, $30M digital transformation converting large-scale data into provider-facing intelligence—driving 7-10% hospital supply cost savings and reducing contracting cycle from 15 to 9 months.
- Set OKRs/KPIs; guided roadmaps for B2B SaaS, spend analytics, and data tools across 10 Agile teams; defined objectives for PMs to decompose into features.
- Established practices—including quarterly Executive Steering Committee meetings, UI/UX design, rapid prototyping, usability testing, and quarterly focus groups with customers—that became part of the standard product process.

- Partnered with C-suite, commercial, operations, architecture, and development leaders to align vision, strategy, and execution. Facilitated SAFe quarterly planning.

Product Manager, 11/2013 - 02/2017
- Owned strategy and lifecycle for Data Management and SaaS Spend Analytics solutions analyzing $50B+ in healthcare spend. Wrote Agile features for teams to decompose into user stories. Managed 7 BAs/POs.
- Prototyped and launched HealthTrust's first self-service BI/analytics platform revealing revenue trends, contract expansion, and savings opportunities.
- Reduced major sales process from 2 weeks to 3 days via data quality improvements, workflow automation, and key reports.
- Evangelized the adoption of advanced BI/analytics practices (data exploration, visualization, blending, machine learning, MDM, Data Stewardship, Data Governance).

Consulting Business Analyst / Product Owner, 10/2011 - 11/2013
- Member of HealthTrust's first Agile transformation team. Led backlog management & refinement, sprint planning, and stakeholder engagement. Defined best-practices for Agile BAs/POs.
- Delivered products that automated rule validation and financial analysis for Rx pricing; identified adverse surgical cost trends; introduced self-service BI tools to explore and visualize revenue trends.

Acorn Technology (Remote)

Sr. Business Analyst, 10/2006 - 10/2011
- Led client relationship with Direct Energy, one of North America's largest retail energy suppliers — owned product adoption, SOW development, and technical coordination.

ACN/Commerce Energy – Detroit, MI

Sr. Business Analyst, 04/2001 – 10/2006
- Managed team of 3 BAs supporting EDI and CRM platforms; led initiative that reduced EDI exceptions by 60%. Owned technical implementation for new jurisdictions and vendor coordination.

CORE SKILLS

Product Leadership: Product Strategy, Roadmap Development, Customer Discovery, 0-to-1 Product Development, Agile/Lean Practices, Cross-Functional Team Leadership, Stakeholder Management, OKRs/KPIs

Technical: Enterprise B2B SaaS, Data Products, Spend Analytics, AI/ML Integration, BI/Analytics Platforms, SQL, JIRA, ADO

AI & Tools: AI Workflow Development, Prompt Engineering, Rapid Prototyping, ChatGPT, Claude Code, Gemini, Vercel, GitHub, Supabase, Replit, Lovable

---

EDUCATION & CERTIFICATIONS

Bachelor of Arts, Economics | Providence College, Providence, RI

Omicron Delta Epsilon (International Honor Society in Economics)

Certifications: SAFe (2024), Certified Scrum Product Owner (2024), HCA Leadership Institute (2019), Pragmatic Marketing I-III (2017)