Brandon Sun

Sr. Product Manager, Growth · Adtech & Data

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EXPERIENCE

Predactiv
Jan 2024 – Present

Sr. Product Manager, Growth

Orange County, CA

- Led product strategy and execution for ShareThis Contextual — an AI/LLM-powered contextual targeting solution launched to GA in 2024, enabling cookieless audience activation across 3M+ publisher sites.
- Defined product requirements and collaborated with engineering, data science, and GTM to deliver privacy-first audience products in the post-cookie era.
- Drove publisher platform growth through continued experimentation and product optimization.

ShareThis
Mar 2020 – Aug 2024 · 4 yrs 6 mos

Sr. Product Manager, Growth

Los Angeles, CA

- Lead for creating a product-led growth team for the ShareThis Publisher Platform (B2C).
- Managed the entire product lifecycle from conceptualization, requirements gathering, specification, implementation review, and release.
- Partnered across engineering, UX, design, and GTM to prioritize growth, QA, and product enhancements based on impact.
- Ran weekly growth experiments based on the Reforge Growth Model across Acquisition, Retention, Engagement, Marketing Analytics, and Website Optimization.
- Monitored A/B and multivariate testing to optimize user experience using Mixpanel, VWO, Google Analytics, and Domo.

ShareThis
Mar 2018 – Mar 2020 · 2 yrs

Product Manager, Growth

Los Angeles, CA

- Earlier product management role — add your bullet points here when ready.

EDUCATION

San Jose State University

Bachelor of Science

SKILLS & TOOLS

Core Skills

Product Strategy   Product-Led Growth   Roadmapping   Adtech / Programmatic   Audience Targeting

A/B & Multivariate Testing   Data Analytics   User Research   Go-to-Market   Stakeholder Management   Reforge Growth Model

Agile / Scrum

Tools

Mixpanel   VWO   Google Analytics   Domo   Jira   Figma   Amplitude   Looker   Confluence