

Brandon Ausman

Principal Director, Technology Strategy

Austin, TX, United States | [LinkedIn](#)

Technology strategist with 15+ years building pricing, monetization, and platform strategy in software companies, most recently advising on AI value realization and automation at enterprise scale.

EXPERIENCE

Head of Product & Engineering

JUK SPORTS, INC.

Jan 2025 — Present

Austin, Texas Metropolitan Area

Designed subscription, one-time and usage-based monetization for an AI-enabled sports video platform. Shipped iOS, Android, web and backend services with computer-vision moderation in one year through an AI-native development framework, supporting 475+ athletic events and 14,000+ processed video clips.

Managing Director, Strategy & Transformation

Synesis Partners (TX)

Nov 2023 — May 2026

Austin, TX

Led strategy advisory engagements serving enterprise software companies and investors. Originated and extended a retained engagement with Avaya across Global Sourcing, Operations and Finance. Advised on AI value realization, delivering \$10M+ in annualized automation value with 40-90% cycle-time reductions. Cut supplier onboarding from 120 days to under three weeks through process redesign and agentic automation, saving \$2.5M annually. Unified nine functional data warehouses behind a governed natural-language analytics layer and authored enterprise human-in-the-loop AI policy.

Global Account Director, Strategic Accounts

LUXOFT (DXC TECHNOLOGY)

Jun 2022 — Oct 2023

Austin, Texas Metropolitan Area

Grew account revenue 55% year over year leading a global delivery organization of 35. Built joint go-to-market motions with AWS, NVIDIA and Red Hat that cut customer time-to-market 30%.

Senior Director, Strategy & Operations

BLACKBERRY / QNX

Apr 2016 — May 2022

Austin, Texas

Led strategy, portfolio planning, pricing and partnerships for the embedded software division. Owned the business case and go-to-market for BlackBerry IVY, an on-vehicle AI platform co-developed with AWS. Orchestrated shift from point products to integrated platform, growing division revenue from \$110M to \$240M. Designed two subscription transitions for large embedded customer bases. Rebuilt pricing around customer value, improving margin 15% and win rate 35%. Aligned joint roadmaps with Intel, Arm, NVIDIA and Qualcomm. Built market-sizing function identifying \$300M+ in growth opportunities.

Strategist/Corporate Development Consultant, Microsoft Partnership

DELL TECHNOLOGIES

Apr 2012 — Apr 2016

Austin, Texas Area

Owned transition from perpetual-license Office to subscription Office 365 across Consumer and SMB, adding \$50M in incremental recurring revenue. Drove \$200M in incremental revenue through joint initiatives with Microsoft including launch of first hyperconverged hybrid cloud offering. Led post-merger integration between Dell and EMC. Built PC industry intelligence team that replaced manual reporting with daily dashboards.

Manager, Worldwide Business Planning & Strategy

HEWLETT-PACKARD

May 2009 — Apr 2012

Boise, ID

Served as strategy lead on 18-month go-to-market redesign of \$25B Imaging & Printing Group, transitioning from transactional hardware to contractual managed solutions. Redesigned coverage, channel motions, pricing and seller compensation across six functions worldwide, delivering \$100M in first-year savings. Partnered with Corporate Development on acquisition screening and diligence.

Product Management Leader

AMDOCS

Jan 2003 — Jan 2006

Austin, TX

Owned product strategy and launch for catalog, subscription management, rating and billing platform sold to largest communications providers, with systems carrying \$50B+ in annual transactions. Implemented consumption-based billing and subscription management for complex B2B and B2C pricing models. Led data center capacity planning and deployment architecture for carrier-scale platforms serving 10M+ subscribers.

EDUCATION

The Wharton School

Doctor of Philosophy - PhD - partial

Doctoral student

Harvard Law School

Program on Negotiation

Brigham Young University

MBA

Activities and societies: Management Consulting Club,
MBA High-Tech club

Queens University of Charlotte
BA in Business Administration
With Honors

Westminster University
Computer Science

CERTIFICATIONS

Lean Six Sigma White Belt Certification , Six Sigma Online Learning	Aug 2024
Introduction to Digital Twins , LinkedIn	Dec 2023
Dell Silver and Bronze Awards ,	
HP Circle of Excellence Award ,	
Sievo Spend Analytics Certified User , Sievo	
Brazilian Sugar & Ethanol - Understanding the Inflection Point Facing the Industry ,	

SKILLS

Full-Stack Development · TypeScript · Startups · Artificial Intelligence (AI) · Video Processing · Entrepreneurship · JavaScript · Android Development · iOS Development · React Native · Driving Performance · Strategic Vision · Cross-functional Initiatives · Key Performance Indicators · Operational Excellence · New Ventures · Deals · Business Reviews · Software as a Service (SaaS) · Mobility Platforms · Digital Twin · Customer Insight · Market Planning · P&L Management · Product Planning · Product Strategy · Analytical Skills · People Management · Product Development · Negotiation · Strategy · Cross-functional Team Leadership · Analytics · Business Strategy · Business Analysis · Strategic Planning · Financial Analysis · Consulting · Competitive Analysis · Product Management · Financial Modeling · Product Marketing · Business Planning · Forecasting · Process Improvement · Cloud Computing · Enterprise Architecture · Software Development · Software Project Management · Machine Learning · AI monetization · Pricing strategy · Go-to-market strategy · Platform strategy · Partnership strategy · Subscription design · Executive advisory · Due diligence · Market sizing · Business cases · AI value realization · Automation · Process redesign · Data governance · Hyperscaler partnerships · Silicon partnerships · Billing systems · Revenue optimization