BRANDON PARIZO

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brandonparizo • parizob • Founder – Parizo Labs

SUMMARY

Strategic Product Leader & AI Architect with 8+ years driving enterprise AI, personalization, and automated data ecosystems. Proven track record of launching Verizon's first consumer Agentic AI experiences, accelerating time-to-market by 3x, and scaling systems to 100M+ users. Blends deep enterprise business acumen — having managed financial reporting for a $31B portfolio — with hands-on experience building modern full-stack autonomous applications.

WORK EXPERIENCE

Verizon | Principal Tech Product Manager, Agentic AI & Personalization **Nov 2024 - Present**

- Direct the end-to-end AI personalization product strategy for the nation's largest wireless network, managing roadmaps and orchestrating complex GenAI and Agentic workflows across digital, assisted, and retail channels.
- Engineer Verizon's first-ever Agentic AI Ecosystem, launching autonomous natural language journeys that merge sales, service, and account management into a unified conversational interface — scaling to 300k daily traffic and driving $50k in weekly directional revenue.
- Lead cross-functional engineering and data science squads to transform product development cycles, achieving a 3x acceleration in Time-to-Market and delivering a production-grade MVP on Verizon.com in under 30 days.
- Scaled agentic intelligence across Digital, Retail, and IVR touchpoints, driving a 40% lift in phone activations and a 233% surge in BOPIS (Buy Online, Pick Up In-Store) volume via hyper-personalized user journeys.
- Designed and deployed a unified Agentic Intelligence Layer, abstracting complex billing, authentication, and troubleshooting backends to deliver a seamless, cross-channel customer experience.
- Foster a collaborative, high-performance product culture by managing the daily execution of 20 dotted-line product reports and serve as a sought-after mentor for colleagues, establishing an ongoing track record of developing emerging product talent.

Verizon | Lead Business Intelligence Analyst **Oct 2022 - Nov 2024**

- Engineered real-time executive dashboards and delivered end-to-end analytics that shaped fixed wireless expansion strategies across areas worth $50M annually and highlighted profitability for $100M in wireline investments.
- Automated 100+ recurring analytics workflows across all sales channels, driving visibility into performance trends and reducing the manual reporting workload by 55,000 hours annually.
- Developed and presented targeted financial and operational reports for emerging technologies (FWA, IoT, Edge Computing, Cloud) directly to VP and senior leadership, supporting data-driven decision-making on product income.

Verizon | Lead FP&A Analyst **Jul 2021 - Oct 2022**

- Owned financial reporting for a $31B enterprise portfolio, architecting full-scale ETL pipelines to deliver 100+ externally reported Wall Street KPIs and saving the business over 500 hours annually.
- Served as the primary point of contact for ad-hoc analytical problem-solving, proactively identifying data discrepancies, resolving root causes within reporting pipelines, and improving reliability across enterprise financial systems.
- Led and coached a team of two analysts to ensure enterprise data integrity, standardizing FCC regulatory reporting processes and modernizing financial data pipelines.

Leidos | Business Intelligence Engineer **Jun 2018 - Jul 2021**

- Acted as Product Owner and Scrum Master for core analytics initiatives supporting over $10B in annual revenue, automating executive dashboards that tracked application usage for 10k+ users and $100M in payroll.
- Spearheaded a total enterprise system migration from Hyperion IR to Oracle BI, modernizing end-to-end reporting pipelines across multiple business intelligence platforms.
- Managed enterprise compliance and privacy platforms utilizing OneTrust GPMS, ensuring data governance and analytics practices strictly aligned with US federal regulations.

TECHNICAL PROJECTS

- **Parizo Labs (Founder)**: Built an AI strategy and consultancy practice helping organizations implement AI solutions, while incubating internal products like Pearadox, a platform designed to simplify AI research discovery and make emerging AI advancements more accessible.

EDUCATION

Master of Business Administration (MBA) **May 2022**
University of Central Florida

Graduate Certificate in Cyber Risk Management **July 2021**
University of Central Florida

Bachelor of Science in Entrepreneurship & Information Systems **May 2018**
Florida State University

ADDITIONAL INFORMATION

- **Technical Skills:** LLMs, Agentic Workflows, RAG, Prompt Engineering, AI System Architecture, APIs, Python, TypeScript, Git, Supabase, Vercel, Cursor, SQL
- **Certifications:** Product Management Professional (PMP), Cloud Strategy Professional, Generative AI by Microsoft, Python for Data Science, Scrum Product Owner, Six Sigma
- **Awards/Activities:** Verizon Global Services Expo Presenter (2025), SVP Leadership Recognition Certificate (2025), Verizon AI Hackathon Finalist (2023), Polkadot Decoded Finalist (2021)