




heather brinkhaus

 Minneapolis, MN

 hello@heatherbrink.haus

 heatherbrink.haus

About

Senior Product Leader with 20+ years of building digital products - and over a decade owning e-commerce ordering at scale. I bring a consulting mindset to both product and team building: mentoring PMs and analysts, collaborating across engineering, marketing, and operations, and turning complex challenges into clear decisions that improve the customer experience and drive measurable results.

Experience

Caribou Coffee (2016 - present)

Senior Digital Product Manager

- Owned mobile ordering from 0 to 25% of total company revenue over 8 years, becoming one of the company's most significant digital growth drivers
- Increased app rating from 4.5 to 4.8 by leading a focused stabilization effort and prioritizing high-impact customer improvements
- Led product innovation on the PDP, launching a barista-inspired recommendation feature that drove a 5% increase in average ticket for a targeted user segment
- Built and operationalized a unified customer data platform (CDP), enabling personalized experiences across mobile and web
- Driving personalization strategy across digital channels, including experimentation with AI-powered recommendations and behavior-based content
- Mentored PMs and analysts; actively contributed to hiring and building the digital product team

Digital Product Manager

- Led full mobile app replatform from native (iOS/Android) to Flutter, redesigning core UX, checkout, and POS integration to deliver a modern, scalable experience
- Defined product strategy through user research, stakeholder alignment, and roadmap prioritization across mobile and e-commerce
- Established a culture of experimentation (A/B testing, prototyping), improving speed and confidence in product decisions

Senior Business Analyst

- Launched a custom CMS to streamline content management across digital platforms, reducing reliance on engineering
- Partnered across leadership, engineering, marketing, and operations to translate business needs into measurable product outcomes

Earlier Experience (2006 - 2016)

Senior Consultant, ICF - Olson (2015-2016)

- Implemented and supported loyalty programs, defining requirements and managing ongoing enhancements

Senior Consultant, Solutia Consulting (2012-2015)

- Delivered digital products including a real estate search experience (Rocket Mortgage) and ERP implementation for the City of Saint Paul

Senior Consultant, Deloitte (2009-2012)

- Led delivery of enterprise systems for unemployment insurance platforms; supported proposal development and product demos

Business Analyst, Integral 7 (2008-2009)

- Worked with product owners to re-design the credential management system; balanced and prioritized customizations and internal projects

Business Analyst, Bearing Point Consulting (2006-2008)

- Facilitated cross-functional team design sessions, documented system requirements and tested unemployment system functionality and integrations

Skills

- Product Strategy & Platform Leadership
- E-commerce & Mobile Experience at Scale
- Data-Driven Personalization & Customer Intelligence (CDP, behavioral analytics)
- AI-Enabled Product Development & Experiences (LLM-powered features, AI-assisted workflows, recommendation systems)
- Experimentation & Growth Optimization (A/B testing, product analytics, rapid iteration)
- UX Strategy & User Research
- Platform & Content Systems (CMS, omnichannel experience design)
- Cross-Functional Leadership & Team Development (engineering, marketing, operations)
- Vendor & Technology Partner Management

Education

University of St. Thomas (St. Paul, MN)

- **Bachelor of Arts**, Political Science
- **Minor**, Business
- **Minor**, Legal Studies