

Anthony Brady

Product Manager, OPENLANE

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Security Clearance: Government of Canada Secret, granted 2022 for CARM (CBSA) delivery via Deloitte

Product Manager with Government of Canada delivery experience (CARM, CBSA, Secret clearance) and shipped agentic AI workflows with human-in-the-loop design. Currently shipping AI features inside a \$20M ARR product line at OPENLANE. The combination of regulated-environment delivery and production AI systems is what I am bringing to public sector deployments.

PRODUCT EXPERIENCE

Product Manager, OPENLANE

09/2025 – Present · Toronto, Remote

Wholesale vehicle marketplace connecting dealers and sellers across North America.

- Owns the strategy and delivery of OPENLANE's subscription product suite, the platform dealers rely on for daily operations and capital management. Scaled the suite past **\$20M ARR** within six months of co-led April 2026 repackaging, **well past internal forecast**.
- Co-led pricing and packaging redesign with executive leadership. Raised pricing on the suite's most data-rich product against a strong competitive moat, with **single-digit percent activity drop and significant revenue lift**. Brought in thousands of new paying subscribers under the new tier structure within six weeks of launch, well ahead of forecast.
- Defined **AI Upload**, a multi-format AI ingestion feature with **human-in-the-loop clarification on ambiguous inputs**, automated deduplication, and completeness flagging. Wrote all the edge cases for engineering.
- Owns how the **AI pricing forecast** surfaces to dealers: confidence communication, prediction consumption, and recommendation surfaces.
- Spotted bot-driven usage anomalies in data-rich surfaces by analyzing minute-level event logs with AI tooling. Findings triggered an internal shift toward credit-based pricing.

Founding Product Manager, Delo (A Wonder by Deloitte Business)

03/2025 – 08/2025 · Toronto, Hybrid

Agent hosting platform that automates back-office workflows using LLMs, custom logic, and API integrations.

- Founding PM at a \$1M-runway early-stage company. Led a 7-person team and a full product pivot from 20+ discovery interviews with CFOs, controllers, and accounting teams. Shipped two agentic LLM workflows in early non-paying pilots that cut a 20-hour monthly task to minutes (**90% effort reduction**), both with explicit human-in-the-loop design:
 - Transaction categorization with confidence-thresholded HITL review**. Agent pulls daily transactions from the client's bank via Flinks (banking aggregator), applies SME-informed prompt engineering against QBO rules and a vector store of prior client decisions, and surfaces only low-confidence items for human review.
 - Reconciliation with explainable matching**. Agent matches bank transactions against open bills and QBO entries, exposes its reasoning to the reviewer, and flags low-evidence matches before writing results back to the ERP.

Associate Product Manager, ElectrifiedGrid (A Wonder by Deloitte Business)

01/2024 – 02/2025 · Toronto, Hybrid

Load forecasting platform for utilities to simulate, plan, and assess grid modernization. Regulated utility customer base.

- Co-led Deloitte's **\$2.5M Scale AI grant** in partnership with **Alectra Utilities** (regulated Ontario utility). Scoped four AI workflows for a forecasting suite. Wrote the technical requirements. Drew the data flow diagrams. Got the team aligned on model choices, success metrics, and delivery milestones.
- Drafted the technical sections of the **won British Columbia ESIM RFP** on non-wires alternatives. Explained ElectrifiedGrid's calculation methodology and system architecture to provincial government evaluators.
- Supported MVP to v1.0. Authored user stories, built data flow diagrams, synthesized insights from 30+ planners and SMEs, managed the backlog, co-led product demos. Led a multi-week in-person usability program that drove a redesign from geospatial to substation-centric planning logic.

Program Manager, Deloitte

09/2022 – 12/2023 · Toronto, Hybrid

Government of Canada CARM ERP rollout for the Canada Border Services Agency. CARM modernizes trade partner clearance for \$30B+ in annual import duties.

- Owned the **bond and CAD APIs**. Drafted partner onboarding plans across all **5 APIs and EDI integrations** with leadership. Set up the support process, defined the testing scope, and built the tools the delivery team used.
- Served as **primary product-side liaison** between Deloitte and Accenture build teams and CBSA officials. **Presented weekly to CBSA directors** on outstanding testing issues, testing-cycle scope, and onboarding readiness.
- Designed and operated a triage system that handled **1000+ tickets** while meeting SLAs.

EARLIER EXPERIENCE & EDUCATION

Earlier: Product Marketing, ProBit Global (Seoul, 2020 – 21) · Product & Ops, Jelka Seals (Toronto, 2018 – 20).

Education: Product Management Certificate, APM Canada · M.A., Professional Communication, Toronto Metropolitan University (Ryerson) · B.A., Public Relations, Humber College (2013 – 2017).