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“Executive leadership aligns day-to-day activity with strategic goals to realize business opportunities.”

*Brett Briskin
Waypoint Leadership*

Brett Briskin is an accomplished program executive with more than 20 years experience in the entertainment, retail and manufacturing industries. He is adept at aligning technology with business strategies and executing initiatives that dramatically improve process efficiency and profitability.

His career includes:

- *Revitalizing a stalled CRM project for a Fortune 100 entertainment company and meeting a widely publicized launch date for a nationwide Visa-branded credit card rewards program providing multi-million dollar annual returns.*
- *Revamping project portfolio and management processes for a billion dollar retailer resulting in 80% reduction in project backlog and 50% gain in application development productivity.*
- *Creating a fast track PCI compliance program involving 90+ systems and establishing plans for all systems within 60 days.*
- *Directing numerous retail and supply chain ERP, operations and technology projects.*

His focus at Waypoint:

- *Executive leadership for enterprise level strategic projects.*
- *Retail and Manufacturing technology and process improvement projects.*