

Robert Smith

Strategy Consultant

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SUMMARY

Accomplished business leader with 10 years of diverse experience in corporate strategy, strategic planning, and product management. Proven track record advising Fortune firms and leading business.

SKILLS

Advanced MS Office, Lean Six Sigma Black Belt, PMI Project Management.

WORK EXPERIENCE

Strategy Consultant

ABC Corporation - August 2011 - August 2014

- VP of Product Management of Coupon advertising leader, managed a team to develop growth strategy.
- Developed a business model and product strategy for new consumer analytics and targeting platform with annual revenue.
- Guided executive leadership and team in launching Retailer IQ.
- Wrote a business plan to secure funding from investors.
- Drove market assessment and product definition by designing an economic models and business cases.
- Built best-in-class digital advertising ROI model.
- Recommended centralized business unit and go-to-market plan.

Strategy Consultant

ABC Corporation - 2009 - 2011

- New York Specialized in diverse Business and Technology Program Management roles for CitiGroups Global Consumer Group division.
- Directly supported key initiatives for the CEO and Executive Management Teams for Citibank.
- Managed the Concierge CRM Program and supported the Executive Sponsor and Stakeholders.
- Redefined the governance model and implemented an innovative development process.
- Modified and enhanced the testing methodology to include a Business Acceptance Testing validation phase, resulted in a more efficient process to identify and reduce software defects.
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EDUCATION

M.B.A. in Strategy and Finance - 2007(University of Washington, Foster School of Business - Seattle, WA)