Michael D. Nelson, MBA

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Senior Product Development Leader

B2B | B2C | B2G | SaaS | Big Data

Proven success leading the digital product development life cycle for startup and fast-growth companies. Track record of growing product mindset, teams, and innovative product design and strategy focused on:

- Bringing ideas and innovation to market through reliable, repeatable processes
- Identifying the most profitable customer/market segments to drive brand awareness and ROI
- Establishing direction and guiding investments that allow great products to scale and grow

Core Competencies:

Strategic/Tactical Planning | Marketing/Business Development | P&L | Branded Messaging | Agile
Blue Ocean Strategy | User Experience/Design | Vendor Management | Release Planning
Mobile Products | Onsite/Offshore Team Leadership | Software Development | Market Research/Analysis

Professional Experience

Head of Product | AVENU INSIGHTS & ANALYTICS, Herndon, VA | 2017 - 2019

Recruited to introduce and establish the Product Management function in the organization in order to scale and growth the combined products and services of four companies that were brought together via acquisitions. I am measured by market success and the ability to move multiple cultures into a new age of collaboration so that we both grow and delight our customers with desirable, sellable products. I've developed a product market strategy and led the execution to shift highly localized products and services into an international enterprise platform that empowers city and state governments to manage revenue and business administration. I also reduced costs by dramatically improving processes through automation - applying the right technology solutions to fit business needs. My work spans Product, Marketing, Sales and BU Operations across several states.

- Develop **strategic vision** for multiple products to align with corporate goals, giving long term product direction where there was none
- Created a data/evidence driven **GTM strategy** for several products that achieves BOTH short and long term revenue goals
- Highly successful new product roll out with analytics and GIS products - **adoption increased 700%**
- Reduced costs via process improvement in the value chain and **improved time to value by 90%**
- Introduced Agile development to the company for improved transparency/reliability/morale/efficiency
- Increased revenue per transaction as well as recurring revenues per client
- Coached/mentored multiple product managers to **grow their careers and skills**

Principal | POLARIS DIGITAL PARTNERS, Fairfax, VA | 2017 - 2018
(Product consultancy)

Founding partner focused on digital transformation and product consulting.

Senior Director, Digital Product Development | 3PILLAR GLOBAL, Fairfax, VA | 2015 to 2017
(A product lifecycle management and development company)

Recruited to oversee Digital Solutions Management Group and define product management function for professional services. Led reorganization efforts that transformed go-to-market systems and aligned product team participation throughout the sales process.

- Integrated previously independent marketing and business development functions; converted sales and marketing pipeline to a measurable, defined process that **boosted qualified contacts by 500% after 3 months**.
- Analyzed and redefined product mix with an emphasis on 1) identifying high-margin, high-impact services; 2) overhauling value proposition; and 3) transforming approach from transactional to consultative. **Led teams that fueled 30% of corporate growth in 2016.**
- Led product strategy, design and development for a behavioral health mobile app that also included a big data clinical correlation engine.
- Connected product and business strategy for a sports memorabilia trading company poised for rapid growth.

Director of Product Management/Portfolio Manager | ENGAGEPOINT, Calverton, MD | 2012 to 2014
(Software and services company offering solutions for IT modernization)

Developed the vision and market strategy; led design and development of a suite of insurance and financial products for B2C and B2B customers. Created and clearly articulated business case for products, ROI/financial projections, release planning, governance model, and product/portfolio features in formal presentations before a board of top executives. Led cross-functional team of analysts, engineers and business experts in extreme project management processes.

- Created new products based on Blue Ocean Strategy and market analysis; developed a business plan to approach unmet market needs by leveraging core intellectual property, including one big data product that led to **planned development of a $250 million dollar subsidiary**.
- Contributed to **28% EBITDA growth** and **133% revenue increase** in 2013.
- Reversed declining sales of existing legacy products through diligent customer interaction and needs analysis. Improved **quality by 60%** after implementing new QA best practices.
- Implemented an effective hybrid Agile development methodology that **improved core business process management by 40%** and enabled geographically dispersed teams to work together.

Sales/Product Manager | ORACLE, Bridgewater, NJ | 2009 to 2012
(Developing and marketing database software/technology, cloud engineered systems and enterprise software products)

Led development of a healthcare payer billing/financial product; worked with partners to co-market and sell Oracle products. Teamed with the Financial Services Global Business Unit, the Insurance Business Unit, product management, strategy, sales, business development, customers, and R&D to drive an integrated, robust offering for the Revenue Management and Billing product.

- Led successful conversion of a software product used in the national utilities industry into a healthcare application; provided expertise, guidance, and sales support.
- Developed use-cases in the healthcare market resulting in enhancements, new modules, and proof-of-concept products that addressed specific healthcare deficiencies for strategic accounts.
- Contributed to **$40 million in revenue** generated from this product in 2011.

Technical Product Manager | THE TRIZETTO GROUP (Cognizant), Plano, TX | 2002 to 2009
(Provider of world-class healthcare information technology solutions)

Provided product management/sales supporter and contributed to design process for claims adjudication software. Became a trusted advisor to technology executives on product deployment, hardware, software, and network options. Negotiated and managed channel sales and vendor contracts (IBM, Oracle, Microsoft, Sybase, Ingenix, etc).

- Reduced COGS by negotiating exclusive deals with software vendors (IBM, Citrix, Oracle, and Microsoft) to resell their products at reduced rates, contributing more than **$2 million in revenue.**

Education

MBA, Champlain College, Burlington, VT
BS Computer Science, University of New Orleans