

LIAM MARKSON

Highly capable product manager with 5+ years' experience in fast-paced tech environments. Dedicated to developing innovative, valuable and successful products that meet customers' needs. Collaborative and analytical with good business sense and strong interpersonal abilities.

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PROFESSIONAL EXPERIENCE

PRODUCT MANAGER

Iota Health Industries,
Minneapolis, MN
April 2015- Present

- Visit hospitals and doctor's offices to interview future customers and identify needs and desired features of products
- Lead cross-functional product development teams to create innovative biotech solutions that meet customer requirements
- Recommended and implemented new pricing policies that lead to increase of customer lifetime value of 18%
- Analyzed market data to forecast product performance to help make product development decisions

ASSISTANT PRODUCT MANAGER

micron Development,
New York, NY
July 2012-March 2015

- Conduct market research and analysis to identify unmet needs
- Tracked customer feedback on product launches and presented reports to senior management on areas for improvement
- Helped the product manager develop strategic project guidelines, including product specifications, vision, timelines and budgets and communicated this information to members of the cross-functional team

EDUCATION

Bachelor of Science in Business Administration

University of North Carolina -
Kenan-Flagler, Chapel Hill, NC
September 2006-June 2010

Master's of Business Administration

New York University - Stern School of
Business, New York, NY
September 2010 - June 2012

KEY SKILLS

- Technology product management
- Business and marketing strategy
- Leading teams
- Project management

CERTIFICATIONS

- Certified Product Manager, The Association of International Product Marketing & Management, 2018