Jon R. Gillam

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Successful, passionate, proven leader, manager, and relationship builder
Innovator, technically versed, data-driven, results-oriented

PROFESSIONAL EXPERIENCE

Senior Product Manager 2016 - Present **GWP - Washington Post and Companies**

- Led a cross-functional team of developers/designers/marketers to build and maintain two feature-rich enterprise software applications in the real estate sector with 100K+ monthly users, responsible for over $4M in revenue.

- Gathered stakeholder feedback to produce a custom CMS for administrators and client users to update property and management data, configure third party feed integrations, view statistics, and configure property search rankings.

- Performed product research, and produced product roadmaps and feature documentation while managing the SDLC (software development lifecycle) through dozens of releases.

- Established and maintained strong relationships with clients and vendors, negotiating and managing contracts with vendors and integrators and improving client retention rates by close to 150% over a year period.

- Conducted sales support data research and analysis tasks as well as trainings for sales staff and senior management. Encouraged a proactive approach aimed at empowering the sales team to become confident brand and product ambassadors.

- Established, and exceeded KPI goal metrics, increasing returning users by 130%, increasing daily active users by 157%, increasing site signups by 143%, increasing average time on site from non-bounced users by 172% and increasing overall conversions by 205%.

- Presented progress and strategy to VP leadership at the Washington Post

Product Consultant/Project Manager 2014-2016 **Cobalt Corporation**

- Served as a project manager and product consultant responsible for overseeing the development of a SAAS based product for the National Association of Realtor's membership management system built on Microsoft Dynamics CRM and utilized by over 100 state and local realtor boards, serving over one million end users.

- Involvement in Cobalt's internal product management process and marketing strategy for their Association and Certification software suite, including: feature recommendations, inbound marketing strategies, testing, documentation, and user research.

- Managed thousands of hours through all phases of the SDLC - from planning and designing through testing and deployment - for over a dozen client product releases for products in the following sectors: Real-Estate, Education, Human Resources, and Public Policy.

- Worked on a small team to create and market "Snapshot" a solution for Dynamics CRM users, providing functionality for complex cloning of records in CRM. Marketed the product via social media, blogs, and instructional videos and had over 300 downloads in 5 months.

- Served as an infrastructure administrator, provisioning and managing the deployment and server configuration tasks on virtual machines for client development, testing, and production environments.

Agent 2012-2015 **Redfin Real Estate Corporation**

- Maintained excellent customer feedback ratings working for an innovative technology brokerage.

- Served as an ambassador for the Redfin brand and home buying process interacting with hundreds of clients, touring, hosting open-houses, and assisting in closing and post-closing activities.

- Gained an insiders perspective on how forward thinking and best-in-class technology can effect customer perception and satisfaction.

Account Manager 2012-2013 **One Degree Capital**

- Successfully managed a sales pipeline from initial web-based marketing campaign, to lead generation, to prospecting, to closing. Closed 75K in equipment leasing contracts in 3 month period.

- Assisted in creating and implementing new techniques for tracking the success of multiple web-based marketing campaigns in different markets.

Cost Analyst 2010-2012 **Tecolote Research Inc.**

- Served as one of the original analysts to create a working model of the LCS (total fleet) estimate in ACEIT, proving to leadership that the software would offer the cost community a competitive advantage going forward.

- Created and implemented unique methodology for estimating the likely completion cost of LCS-4 based on historical data, current shipbuilding trends, and existing contract data.

SKILLS, CERTIFICATIONS, KNOWLEDGE BASE

MS Office	Balsamiq/Adobe XD	Relationship Mgmt	Agile Methodology
Salesforce	SQL	Google Analytics	SAAS/PAAS/IAAS
Dynamics CRM	UI/UX planning	Mixpanel/Segment	Quality Assurance
ACEIT	Presentations	User Testing	Sales Support
Azure	Technical writing	SEO best practices	Variety of CMSs
DNS/Networking	Blog writing	Git	CLI
HTML/CSS	Marketing strategy	Jira	

- ✓ Microsoft Dynamics CRM Customizations, Deployment, and Applications Certifications
- ✓ Azure Cloud Technical Certifications
- ✓ Co-Founder in 2 startups – and have served as product consultant for 2 other companies

EDUCATION

2009 **Virginia Polytechnic Institute and State University**

- Bachelors, Economics - Minors in Urban Planning and Business