

# Jon R. Gillam

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

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## PROFESSIONAL EXPERIENCE

### Senior Product Manager 2016 - Present **Greater Washington Publishing - Washington Post and Companies**

- Led a small cross-functional team of developers and designers to build out and support two feature-rich enterprise software applications in the real estate sector with 100K+ monthly users, generating millions in revenue.
- Gathered stakeholder feedback to craft a vision for, and 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.
- Built and maintained partnerships with clients and third party software integrators, helping to successfully increase client retention rates by close to 150% over a year period.
- Conducted sales support tasks and trainings for sales staff and senior management and consistently encouraged a proactive sales approach aimed at empowering the sales team with the technical knowledge and data they need to become confident brand and product ambassadors.
- Established, and exceeded KPI goal metrics, increasing returning users by 130% in 6 months, increasing daily active users by 157%, increasing site signups by 143%, increasing average time on site from non-bounced users by 172%
- Presented progress and strategy to VP leadership at the Washington Post (GWP Parent Company)

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

- Served as a project manager and vendor-side product manager responsible for overseeing the development of a SAAS based product for the National Association of Realtor's flagship membership management system (RAMCO-Real Estate Association Management Cooperative) built on top of Microsoft Dynamics CRM and utilized by over 100 state and local realtor boards, serving over one million end users.
- Worked with executive level personnel at NAR and member associations to successfully implement a wide range of bug fixes and feature improvements in a highly complex, open-architecture product, meeting the unique business needs of local Associations without compromising existing functionality.
- Ongoing involvement in Cobalt's internal product management process and marketing strategy for their proprietary Association and Certification software suite: including feature recommendations, input on inbound marketing strategies, testing, documentation, and working with end users to gather feedback on product enhancements.

- Managed thousands of hours of development and over a dozen client product releases through all phases of the SDLC, working in a highly agile environment to document, implement, test, and deploy complex solutions to meet client demands.
- 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, receiving high marks on feedback from users.
- Served as an infrastructure administrator, provisioning and managing the deployment and server configuration tasks on virtual machines for client development, testing, and production environments. This also included exposure to cloud computing concepts using Azure.

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

- Maintained high customer feedback ratings working for an innovative technology brokerage
- Gained an insiders perspective on how forward thinking and best-in-class technology can effect customer perception and satisfaction – and yield an increase in market share.

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

#### **Business/Financial 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**

Office 365	Balsamiq/Adobe XD	Relationship Mgmt	Agile Methodology
Salesforce	Basic 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	Basic Git	CLI usage
HTML/CSS	Marketing strategy	Jira	

- ✓ Microsoft Dynamics CRM Customizations, Deployment, and Applications Certifications
- ✓ Azure Technical Certifications
- ✓ VA Real Estate License (inactive)

### **EDUCATION**

#### **2009 Virginia Polytechnic Institute and State University**

- Bachelors in Economics - Minors in Urban Planning and Business