# SETH TOWNSEND

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## Skills

- Product Management, Prototyping and Design, Written and Verbal Communication, Technical Acumen especially Data Analytics, AI, and App Development, SQL and Python, Streamlit, BI Tools
- Product Manager Certified- received through Product School program in 2023

## Education

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| **The University of Alabama**, Tuscaloosa, AL<br>Master of Business Administration, May 2022 | **The University of Alabama**, Tuscaloosa, AL<br>Bachelor of Science in Commerce & Business Administration, May 2021, *summa cum laude*<br>Major: Management Information Systems |

## Work Experience

**Soda Health, Remote**                                                                                          **June 2022-Present**
Product Manager

- Supported true zero-to-one product development at startup B2B2C SaaS business.
- Managed the roadmap, strategy, and execution for our B2B team which focused on admin apps enabling easy integration, self-serve reporting, and insight-driven administration functionality.
- Managed the roadmap, strategy, and execution for our Internal Support Agent tooling which managed our agent admin app and CRM system that enabled better call support to our users.
- Worked tightly with cross-functional teams such as growth for go-to-market strategy and operations for billing, support, and implementations. Built great relationships with partners across the organization and could be counted on to make the product work across the business.
- Crafted vision based on company mission, market feedback, product data, and user knowledge and guided the product towards that vision while keeping the team focused on execution.
- Learned Design fundamentals to support the team in a capacity we were lacking.
- Assisted in selling the product personally by participating in sales calls as a SME and demo'er

**Soda Health, Remote**                                                                                          **June 2021-June 2022**
Growth Intern

- Developed marketing landscape tools that transformed the way that we prospect, target, build, and sell solutions that fit our partner's unique situations.
- Turned internal analytics tools mentioned above into two consultative tools for our B2B clients that became a key differentiator in selling our vision to clients, investors, and channel partners.

**HCA, Nashville, TN**                                                                                          **June 2020-July 2020**
Information Systems Audit Intern

- Performed comprehensive business process and IT system audits using observation, research, interviews, detailed testing, data analysis, documentation review, and substantiation of issues.

**CGI, Nashville, TN**                                                                                          **June 2019-July 2019**
Software Development Intern

- Worked with the client as a project manager to determine the requirements, schedule, and budget for the project.
- Managed a team of six developers using agile methodology.

**Newport Academy, Nashville, TN**                                                                                          **May 2018- August 2018**
Business/Systems Analyst Intern

- Solved communication problems in the company by designing and creating an intranet site along with the Chief HR officer to improve employee satisfaction and tenure rates.