**Marcus Jacobson**

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Career Highlights

* Eighteen years’ experience with influential technology companies with focus on growth-driven product strategies, device and program lifecycle management and training development, presentation/facilitation.
* Proven track record of building and evolving processes and programs based on strategic business needs.
* Extensive experience in cross-functional teamwork and communication with senior leadership, sales, marketing, product management, customer service and engineering.
* Frequently managed overlapping projects achieving positive results across the board, even during difficult times.
* Consistently advanced professionally within every company I have worked in, and taken ownership of, new areas of responsibility including learning and mastering new programs on the fly without prior direct experience.

Industry Certifications

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| --- | --- |
| * Microsoft DevOps Engineer Expert * Microsoft Azure Administrator * Microsoft Azure Fundamentals * Amazon AWS Cloud Practitioner * LPI Linux Essentials * ITIL V4 Foundation | * CompTIA A+ * CompTIA Network+ * CompTIA Project+ * CompTIA Security+ * CompTIA Cloud+ |

Professional Experience

May 2022 to Present **Microsoft *(via Simplicity Consulting)*** Kirkland, WA

***Technical Project Manager***

* Onboard users to the **Microsoft Security Services for the Enterprise** platform (managed Security as a Service offering), including procuring and setting up secure “clean keyboard” devices, administering user and device accounts within Azure & Intune, and facilitating automation through Azure DevOps Repos & Pipelines.
* Build processes and manage documentation for the user onboarding experience.
* Onboard new customers to the platform using Azure DevOps Repos & Pipelines and facilitating customer integration using Azure Lighthouse.

September 2021 to April 2022 **RemMed Inc** Snoqualmie, WA

***Technical Program Manager***

* Defined and built the Operations program for a startup in the healthcare industry, focusing on VR Vision Therapy.
* Managed and implemented the end-to-end process of preparing equipment for clinics and at-home patients, including configuration, shipping, account management and inventory management.
* Set up and managed the process for invoicing clinics and Home VT patients
* Defined and implemented processes for onboarding new clinics and patients, and supported existing customers.
* Defined the processes for and performed all technical support for equipment and user accounts.
* Assisted with product demonstrations and pre-sales activities for prospective clients.
* Managed the CRM for all US customers, inventory tracking, and support tickets.

July 2017 to September 2021 **Microsoft (via Simplicity Consulting/Populus Group)**  Bellevue, WA

***Dell Featured Devices/Hardware PM***

* Manage the end-to-end Featured Devices Program (FDP) process for the Dell account team, ensuring the potentially highest impacting consumer, commercial and education-focused Dell devices are included within strategic global Microsoft sales and marketing programs during targeted selling cycles.
* Obtain and advise on FDP nominations from Dell based on Microsoft marketing strategies such as Modern Definition. I’ve evolved this process to ensure better accuracy in device nominations, improving engagement from the device groups within Dell
* Evolved as a key advisor/tester to the FDP team for ongoing system improvements.
* Manage the submission of Dell devices for essential Microsoft programs such as Windows Experience Review (WER), Windows Mixed Reality (WMR) badge testing and device photography.
* Build and present marketing and sales assets to evangelize Dell devices to internal Microsoft teams such as to ensure the best possible devices are targeted for strategic marketing programs.
* Purchase and maintain an inventory of Dell devices and prepare and provide them for display and demonstration and events across Microsoft globally, making recommendations when applicable to maximize the impact. This includes strict adherence to an annual budget.
* Work as the primary liaison with Dell for all workstreams defined above, as well as additional projects when applicable.

June 2011 to July 2017 **HTC America**  Bellevue/Seattle, WA

***Customer Service Manager - Device Support***

* Own device support communication across HTC America, including HTC support centers, HTC partners and HTC internal departments (Marketing, Sales, Product Management and Senior Leadership), including new product/program introductions, in-life support, feature changes and new & updated customer care programs.
* Work cross-functionally within my team and across the business, while developing new device and program rollout strategies (or inheriting existing ones) to ensure my target audience gets the most relevant and detailed information possible when the new program is implemented, including the expected results.
* Frequently travel to support sites to deliver training directly to contact center staff, educating all job roles from Operations Managers to Tier 1 support personnel, to ensure all staff is fully prepared for the new program or device.
* Own the knowledge base and communication to the HTC customer care service partners, ensuring support staff is aware of how to handle any new issues or changes that arise with all devices through regular touchpoints and documentation.
* Built and managed the e-commerce support program within HTC technical support, implementing the option for support staff to provide discounted sales to existing customers when it makes sense.
* Use CRM and reporting tools for reporting to the business weekly on inbound trends into the HTC contact centers, including subjects driving the most traffic, as well as new anomalies, so that the respective teams can take the necessary actions to close out issues.

April 2005 to July 2011 **Wireless Data Services** Kirkland, WA

***Project Manager & Team Lead/Internal Trainer***

* Project Manager for new and recurring training and self-help for mobile platforms. Audiences include both internal staff and partner clients including Microsoft, Nokia, Sprint, Radio Shack and Cincinnati Bell Wireless.
* Responsible for scheduled deployment of content to live customer websites and intranets, meeting planned deadlines by any means necessary while maintaining the highest level of quality.
* Team Lead for product support specialists, technical training and program development for troubleshooting for a wide array of smartphones, tablets and carriers.
* Utilized structured and unstructured testing processes for all major mobile device platforms.
* Travel to nationwide locations to support sales staff, regional call centers and assist in the launching of a knowledge framework for Wireless Data Services.
* Instructed classrooms with up to 40 participants for Tier II and Tier III technical support call centers, supporting business partners such as Verizon Wireless and T-Mobile.
* Achieved status of T-Mobile Certified Trainer.

***Details on previous work experience are available upon request.***

Education

**Western Governors University, Online (in progress)** *2023*

***Bachelor’s Degree, IT – Cloud Computing (Azure Track)***

* Self-Paced IT Bachelor’s Degree with a focus in Azure Cloud Computing
* 11 Industry certifications are earned while completing the program (see Industry Certifications, above)

**ITT Technical Institute, Bothell, WA** *2004*

***Associate of Applied Science, Computer Network Systems***

* Graduated with the top of my class, earning highest honors with a 3.85 GPA
* Acquired knowledge and skills in server management techniques
* Acquired knowledge for other IT skills including LAN design, SQL database systems and telecommunication technologies

**North Seattle Community College, Seattle, WA** *2002*

***A.A., General Studies***

* Participated in courses covering a wide range of subjects including mathematics, English, history and science
* Completed pre-requisite coursework for Computer Information Systems and Computer Science

Additional Notables

* + My career passions are working with technology of all types, creating and implementing effective messaging, building or evolving programs and ensuring the best possible solution for the consumer.
  + Professional skills include dynamically relating to any audience regardless of team, position, or experience level. This includes being a dynamic presenter, being a leader in my area of expertise during go to market-style meetings, and actively building relationships with a variety of teams even if no previous professional connection were made.
  + Experience with domestic and international business travel, holding a currently active passport.
  + Always up for a new challenge.