

## PRODUCT MANAGER

### Summary

Over 4 years of product management, go-to-market, and advanced data analysis experience across a variety of SaaS product and service business models. Passionate about bringing new products to life by championing new initiatives internally and externally and delivering solutions that meet user needs and business objectives. Proven track-record of building product teams, launching new products, and providing analysis insights to meet challenging Product Management demands in a fast growing B2B cloud technology companies.

### Experience

Product Manager , 04/2017 to Current Dmv GI

- Currently executing on our WFO portfolio vision by leading several large-scale integration projects with 3rd party WFO partners and overseeing the go-to-market launch and integration of our newly acquired Quality Management technology into our CxEngage product line in AWS.
- Define the 'what' and 'why' behind product vision and articulate the business value across multiple departments Analyze competitive conditions and lay out product vision and roadmap considering customer needs, resource constraints, product scalability, pricing, market impact, and competitor insights Collaborate with partners, engineering, operations, management, training, sales, marketing, prospects, and clients to guide new 3rd party integration efforts and develop and execute comprehensive go-to-market strategies Prepare product requirements documentation with prioritized features based on customer needs and communicate product objectives with accompanying business cases, use cases, feature requirements and user stories Supervisor of Product & Pricing Operations in Contact, Inc.

10/2015 to 04/2017

- Formed a Product Analyst team responsible for facilitating the monetization of new product offerings during the product release cycle including: identifying gaps/opportunities in portfolio through reporting & analysis, ownership over the design, configuration, and release, of new sellable SKUs within our corporate Configure Price Quoting (CPQ) system (Salesforce CPQ).
- Implemented new quote and contract management application (Salesforce CPQ) across internal Product and Sales teams and developed improved organizational readiness process for supporting new SKUs in the following areas: quoting, packaging, discounting, service delivery, service support, invoicing, and sales enablement Developed backlog project submission process in Salesforce to streamline the management, review, prioritization, and communication of company-wide product launch projects Institutionalized departmental KPIs and improved real-time reporting on product adoption/utilization, sales attach rates, and R&D feature categorization metrics through data aggregation and visualization techniques in PowerBI (DAX, MDX) and DOMO Supervised and trained Product Analysts to launch projects to gather position/price rule requirements, acceptance criteria/test cases, and perform UAT with Product Managers.

Business Analyst , 10/2013 to 10/2015 Bickford Senior Living

- Responsible for financial modeling, process improvement, and systems impact requirements analysis across the Product Management teams.
- Performed P&L analysis for individual products prior to launch, evaluated financial viability of our software and service models through direct and partner models and provided insights to senior management & CFO on regular basis.
- Developed product launch plan framework and standards outlining operational procedures needed to support the release of new products Led pricing discovery meetings with Product Managers and built models used by senior management to analyze direct/reseller pricing scenarios, pro-forma volume modeling, product costing, sales mix, and margin for 15+ new products Automated a market trends report on H2 2014 and FY 2015 WFO product revenue for DMG Consulting's annual WFO Full-Year Market Share Report; reviewed results with VP of Product Management/Marketing Rolled out a comprehensive library of management dashboards and automated reports from data cubes used to monitor business metrics and enable deeper understanding of business trends for our core product portfolio.

Associate Project Manager , 05/2012 to 10/2013 Pierce Technology Corp

- Responsible for the coordinated management of multiple cross-functional projects aligned with strategic corporate-wide objectives.
- This included defining the project's objectives, managing resource allocation, coordinating the efforts of stakeholders, and utilizing risk mitigation techniques in order to deliver projects on time and schedule.
- Successfully managed the launch of a new billable Business Consulting organization focused on providing industry best practice consulting services on ACD/IVR management and contact center optimization; resulting in new bookings of \$54,246 in the Q1 after launch Coordinated the compiling and finalization of the Q2 & Q3 Services departmental reports & KPI's from senior leadership team for the quarterly Board of Directors presentation; reviewed results with Chief Business Officer/EVP Performed extensive Gross Margin per Customer analysis by analyzing total % Expense of Revenue per customer to uncover the cost to support customers across key segments; reviewed findings with CFO & CEO Consulted with IT technical staff and business owner to refine the scope and definition of assigned projects to ensure successful completion within timelines.

### Education and Training

Sierra Nevada College B.S Business Administration - Global Management Business Administration - Global Management Magna Cum Laude  
June 2017 Certified Associated in Project Management (CAPM), expired

Professional Business Analysis (CCBA) trained

### Skills

streamline, Business Analysis, Business Consulting, contract management, costing, financial modeling, IVR, invoicing, market strategies, market trends, packaging, process improvement, Product Management, Product Management/Marketing, Sales