SENIOR PRODUCT MANAGER

Qualifications

- Adhoc SQL
- Salesforce
- Database configuration, management and modification (ETO Software)
- Business Objects Web Intelligence (Webi)
- NetSuite Business Software Suite

Work Experience

12/2011 to Current
Senior Product Manager Us Bank ï¼ Irving , TX

- Simultaneously manage multiple products including: Vocus Marketing Suite (VMS) - Vocus' flagship marketing product designed to help small and mid-sized businesses manage all aspects of a well-rounded and effective marketing strategy Help a Reporter Out (HARO) - Connects reporters who are seeking credible sources for stories with a network of over 170,000 sources with a wide variety of expertises PRWeb - News distribution service that helps users create, distribute and track press releases optimized to increase rankings in search engines North Social Facebook Apps - Suite of apps for Facebook business pages include 20 basic apps, 10 advanced apps, 4 mobile apps, a service to build custom apps from scratch, and a CRM to support all apps.
- Product vision to stay on top of market trends and maximize ease of customer use Wrote specs Liaison with development and quality assurance Close interaction with devs for questions and spec-checking Reviewed all features at the end of dev work, before going to QA Training for Support and Services Training for Sales (for product launch and ongoing) Worked with Product Marketing to produce product collateral Research and vetting of partnerships for Danzig Negotiated contract terms and facilitated ongoing relationship Research for M&A purposes for future of Vocus Marketing Suite Led beta programs for buying signals, new reporting for PRWeb, and early availability for VM Blog posts Managed relationships with remote employees for Vocus point products (NS, E140) Kept project plans up to date for executive review Key Achievements Directed the second iteration of the Vocus Marketing Suite, Vocus' flagship product, which included the re-write of iContact functionality (from LAMP to .NET), purchased by Vocus for $169 million, host of new features to facilitate customer experience and abilities, re-design of the app's overall appearance and flow.

05/2007 to 11/2011
Product Manager Vmware, Inc. ï¼ San Antonio , TX

- Conducted market problem discovery for all product initiatives including onsite visits, telephone interviews, focus groups, and secondary research on competitive landscape Performed Win/Loss Analysis interviews to establish patterns in purchasing criteria and to identify prevalent, unmet market needs Developed and maintained a prioritized Product Road Map based on timing of organizational objectives and available resources Wrote use cases and detailed functional requirements for all new product concepts to describe the market need and targeted personas, communicate required features and functionality, and illustrate intended user experience Led product development team task breakdowns and collaborate with the team over the course of development to ensure adherence to the finalized specifications Maintained the development team priorities and queue to ensure on-time and on-budget delivery Acted as a subject matter expert for all functional questions Managed externally contracted work related to product initiatives with budgets of up to $100K; includes functional requirements review and acceptance, ongoing specifications management, and on-time and on-budget delivery of a completed project Led Cross-Functional Teams to facilitate complete organization readiness and accountability for launch and ongoing support for four products Set defined goals for all teams and made these goals visible company-wide; manage the teams towards the completion of those goals Facilitated the development of strategies to measure adoption, usage, and growth and support the long-term implementation of these strategies Created Product Portfolios documents to inform Sales and Marketing Teams including positioning documents, example buyer personas, key value propositions, and competitive landscape overviews Supported all internal teams on trainings, demonstrations, and documentation creation Hosted bi-weekly internal Feature Demonstrations to encourage open dialogue on product initiatives and facilitate building aware of and knowledge about upcoming features Wrote functional requirements for complex customer requests to communicate required feature and functionality, illustrate intended user experience, and seamlessly integrate these requests into the product as a whole Key customers include CASA National, America Works National, The Arc of the United States National, various branches of Goodwill Industries National, and various branches of Catholic Charities USA Represented Product Management on the Executive Cross-Functional Teams for focused customer vertical initiatives Key Achievements: Concurrently managed multiple large, key product initiatives including: Self-Implementation - A collection of new product features and product enhancements designed to allow customers to quickly and easily configure the software to meet their needs and begin tracking data Eliminates the cost of professional services for customers with annual budgets of 3M or less, making the purchase of quality software financially feasible Single Form - A form builder that effectively replaced two of the largest features in the software (Assessments and Point of Service) while also expanded and improving reporting capabilities Significantly reduces the size of the code base to support going forward Revised standard reports - An initiative to replace legacy Crystal reports available with a more flexible set of reports created in Business Object's Web Intelligence (ETO Results) Reduces the number of standard reports from over 300 to a concise, comprehensive set of 50 reports that users can customize to meet their specific reporting needs Has resulted in over 100 new sales deals in Q1 and Q2 of 2011 to purchase Web Intelligence or to upgrade to a SaaS license (which includes Web Intelligence.

Project Manager

- Simultaneously managed 25+ software implementation projects Responsible for customer expectations, budget, timeline, deliverables, and timely communication of project status to both internal and external project sponsors Delegated task assignments to appropriate departments and ensured timely completion Successfully implemented more than 150 organizations with annual budgets of up to $50 million

Responsible for progressively larger and higher profile customer implementations Selected to manage projects with extensive customization and/or new technology Increased company revenue through referrals from satisfied customers and up-sells in services Specifically requested by new customers based on recommendations from other clients Managed customer escalations and coordinated with other departments to resolve issues Provided consultation to align organizations' programs and services with their mission, vision, and strategic direction Specialized in program outcomes and data management Expertise in best practice outcomes tools for a wide variety of non-profit services Participated in customer feedback analysis as member of internal Net Promoter Score workgroup Responsible for process improvements and documentation based on Net Promoter Score workgroup recommendations Updated internal and external documentation to be consistent with new department policies/procedures Trained administrators to manage the software to account for organization and reporting changes Conducted online and in-person trainings for groups of up to 50 end users Created customer-specific documentation to guide software users Acted as administrator long-term for organizations without appropriate staffing Gold Certified ETO Administrator Technical Services Utilized Business Objects Web Intelligence (Webi) to meet customer reporting requirements Worked as a liaison among stakeholders to elicit, analyze, and validate business requirements and processes Responsible for understanding customer needs and translating them into technical requirements Ensured on-time and accurate delivery of time-critical or important reports Analyzed gaps and created new standard reports to meet common customer needs Leveraged experience with building reports to recommend Business Objects universe enhancements Developed curriculum and provided internal and external trainings on Webi reporting Provided Tier Two Advanced Support for clients with complex reporting requirements Recommended and scoped custom enhancements to improve usability of new technology Wrote requirements for data conversions and migrations and worked with developers to ensure project accuracy and completion Utilized expertise with common customer needs to provide guidance on product development.

Education and Training
2008
Bachelor of Science : Psychology Relational Psychology Goucher College ï¼ City , State GPA: Summa Cum Laude Psychology Relational Psychology Summa Cum Laude
Bachelor of Science : Sociology Social Justice GPA: Summa Cum Laude Sociology Social Justice Summa Cum Laude
Skills
.NET, basic, budgets, budget, bi, Business Objects, competitive, concise, consultation, CRM, Crystal reports, clients, data management, Database, delivery, product development, direction, documentation, features, focus, Functional, marketing strategy, marketing, market, Product Marketing, Win, Works, network, search engines, organizational, policies, positioning, press releases, processes, Product Management, profit, project plans, purchasing, quality, quality assurance, QA, reporting, Reporter, Research, Sales, SQL, staffing, stories, strategic, telephone, translating, upgrade, vision, VM, VMS, Web Intelligence
Professional Affiliations
Member of Phi Beta Kappa, National Academic Honors Society Member of Psi Chi, National Honors Society for Psychology Member of Alpha Kappa Delta, National Honors Society for Sociology