

SENIOR MANAGER - PRODUCT STRATEGY & DEVELOPMENT

Executive Profile

Accomplished product development professional who consistently delivers high-quality tactical and strategic initiatives that drive customer adoption and market share in the Mobility Telecommunications industry. Expertise in device portfolio and application development including design and management of the technical process for device releases. Extensive background in working with OEM's and vendors to bring the proper product solution that aligns with the perpetual change of wireless customer's support expectations.

Skill Highlights

- Product line expansion
- Device Portfolio Management
- Workflow Planning
- OEM & Partner Relations
- Device Technical Certification Management
- Contract and Scope Negotiation
- Marketing and Promotion
- Supply Chain Management
- Market research and analysis
- Customer Experience Background

Professional Experience

T-Mobile Oklahoma City , OK Senior Manager - Product Strategy & Development 10/2014 to Current

- Product Line and Assortment Strategy
- Mobility Device and Application designOversee application technical operations and managementCreated market and customer-specific marketing solutions for managed brands.
- Built application platform foundation to support migration from client-server product lines to enterprise architectures and services.Developed work-flow charts and diagrams to ensure production team compliance with client deadlines.
- Established compatibility with third party software products by developing program for modification and integration.Coordinated with systems partners to finalize designs and confirm requirements.
- Provided documentation on start-up, shut down and first level troubleshooting of processes to help deskstaff.Implemented company policies, technical procedures and standards for preserving the integrity andsecurity of data, reports and access.

United Auto Credit Minneapolis , MN Sr Manager - Product Marketing 06/2010 to 10/2014

- Building services strategy and products for device support
- Directed and coordinated marketing activities and policies to promote products and services.Developed pricing strategies while balancing firm objectives with customer satisfaction maximization.Initiated market research studies and analyzed findings.Applied sales forecasting techniques and strategic planning to verify sales and profitability of products,lines and services.Analyzed business developments and monitored market trends.Completed quarterly forecasting and monthly financial reviews.Worked with the communications team to drive internal promotion of company programs, initiatives,guiding principles and mission.Analyzed third-party data and investigated new growth opportunities.Preserved brand integrity by monitoring the consistency and quality of marketing content.
- Created high-quality marketing strategy documentation, including product marketing briefs, FAQs and objection handling documents.Communicated marketing teams' plans and accomplishments to verify alignment with senior managementobjectives.Analyzed usage patterns to understand ways in which customers used company products and services.Developed and implemented campaigns for email, online advertising, search engines and direct mail.

Splunk San Antonio , TX National Sales Director 03/2008 to 06/2010

- Led sales forecasting, market trend evaluation and segment strategies.Led cross-functional teams to create impactful messaging, demand-generation programs and sales tools.Uncovered and qualified prospects and sales opportunities in targeted markets using external resources.Examined marketing material with the consumer perspective in mind to increase sales and expand keyclient base.Fostered and facilitated relationships with product distribution channels to increase product sales.Strategized with sales team to prospect and qualify potential customers within assigned geographicterritories.Launched new sales training programs to drive continuous profitability improvements.Created alternative business plans to improve customer relationships.

CompUSA City , STATE Regional Sales Director 10/2001 to 03/2008

- Responsible for achieving profitability for (17) locations(7) District Managers reported to meCoordination of company goals and strategic initiatives down through the field levelYOY growth target achievementDevelopment of management bench for back-fill of promotionsDrive marketing execution through planagram compliance and promotional store eventsImplemented innovative programs to increase employee loyalty and reduce turnover.

Education

BBA : Business Administration 1989 Widner University , City , State Business Administration

High School Diploma 1984 Haverford High School , City , State

Skills

Cloud Infrastructure and Backbone, Device Imaging and APK, Android Operating System Platform, IOS Operating System Platform, Windows Operating System Platform