

## MIDWEST AREA PREPAY PRODUCT MANAGER

### Executive Summary

Experienced Product Marketing Manager with over six years experience. Proven ability to turn around under-performing programs to create highly profitable programs through marketing, training and partner relationships. Out-performed in Sales and Revenue, leading the company three out of 5 years.

### Core Qualifications

- Product Management
- Project Management
- Gross Add Sales
- Revenue Targets
- Market Analysis
- Market Growth
- Customer Relations
- Hard-worker
- Expense Control
- Budget Control
- Budget Forecast

### Accomplishments

- Identified key areas of opportunity to growth sales and revenue by creating reporting and learning the market competition. Responsible for six-figure Sales and Revenue.
- Received award for changing a system requirement to reduce fraud and expense.

### Professional Experience

Midwest Area Prepay Product Manager 05/1991 to 10/2015 Brp Group, Inc. Houston , TX

- Verizon Wireless
- Manage the prepay product for the Midwest Area, including gross sales, net adds, and churn for all sales channels.
- Create base campaigns to drive customer loyalty/retention and base revenue generation.
- Assist HQ in Developing Product Enhancements and Launch of Prepaid products to Midwest Area.

Project Manager 10/2005 to 01/2011 Brp Group, Inc. Atlanta , GA

- Midwest Marketing Operations, Verizon Wireless Manager - Alltel Billing Conversion and HLR Migration Lead testing effort for entire company in converting legacy Alltel subscribers from legacy Network elements to Verizon Wireless Network elements, including HLR and voicemail migrations.
- Coordinated all activities, including three phases of testing.
- Led testing effort for entire company in converting Alltel subscribers from legacy billing system to Vision billing system.
- Managed teams to ensure timelines were met and the migration was successful.
- Mergers and Acquisitions Provide leadership and project management expertise on all mergers and acquisitions for the Midwest Area. Manage cross-functional team to ensure timelines, milestones, and coordination efforts are accomplished.

Project Manager 07/2003 to 10/2005 VMware, Inc. Mountain View , CA

- Responsible for successful nationwide implementation of Mobile Equipment Identifier (industry led initiative).
- Manage cross-functional team to ensure timelines, milestones, and coordination efforts are accomplished.
- Develop Risk Management Plan, Communication Plan, and Project Charter to ensure gaps are identified and mitigation strategy implemented.
- Work with TIA and Network Team to implement changes to industry-wide reports to ensure timely management of ESN Exhaust.
- Develop and provide weekly and monthly status reports, both written and orally to Senior Management and Core Team.
- Page 2 Local Number Portability Core Team Responsible for successful implementation of LNP for all Wireline Carriers, Type 1 Migration, and documents available on Info Manager and Info Center for all representatives.
- Managed internal and external personnel to ensure accurate carrier contact information; managed internal personnel to ensure accurate testing for launch.
- Prepared the communication to 800+ wireline carriers, including testing coordination and carrier contact information.

Senior Member Technical Staff 09/1995 to 07/2003 Bank Of Blue Valley Erie , PA

- Application Staff, Verizon Wireless Served as Client Account Manager for both National and Area Initiatives.
- Managed all phases of project lifecycle to provide a system solution equitable from both the business and IT perspectives.
- Created business requirements, technical design requirements, project plans, facilitate and attended meetings relating to project, user acceptance testing procedures, and ensured overall project success.
- Developed project plans to monitor key milestones and facilitate meetings with technical team to ensure project objectives and milestones were met and successful implementation was achieved.
- Partnered with National CAM on various projects by leading the Midwest development staff to complete their requirement while building relationships within the workgroups to ensure successful project implementation.
- Continued process improvements for quality and productivity by providing benchmarking and metrics measurement.
- Mentored new department employees on procedures and offered feedback to improve performance.
- Increased communications and improved the efficiency of incoming work requests by establishing and cultivating a single point of contact in

Customer Care; facilitated shared Customer Care and IT meeting to provide solutions to Call Center impacting issues.

Customer Care Supervisor 04/1994 to 09/1995 Quest Diagnostics Wood Dale , IL

Senior Account Management Representative 04/1992 to 04/1994 Verizon Wireless City , STATE

Customer Care Representative 05/1991 to 04/1992 Verizon Wireless City , STATE

Education

Bachelor's Degree : BBA Management Western Michigan University City , State BBA Management

Affiliations

Project Management Professional (PMP), 2005

Skills

benchmarking, Billing, billing system, billing systems, Call Center, Conversion, Client, Customer Care, Senior Management, functional, Leadership, Marketing, meetings, Mergers and Acquisitions, Migration, Network, personnel, Developing Product, project management, project plans, quality, read, requirement, Risk Management, sales, strategy, Type 1, Vision, written