

## SENIOR PRODUCT MANAGER

### Professional Summary

SENIOR PRODUCT MANAGER STAFF LEADERSHIP & MANAGEMENT | BRAND MANAGEMENT & POSITIONING | MARKETING & SALES STRATEGY Talented professional with more than 15 years of success in product marketing and project management. Highly adept at leading all aspects of the product lifecycle, to include: served as a liaison between business owners and operations teams, understanding and analyzing business needs and work, identifying opportunities and issues, building consensus, and responding effectively. Developing and implementing a comprehensive product strategy, establishing product definition, roadmap development and delivery, product and pricing strategy, market testing, and product delivery. Specialized expertise in developing and facilitating training of Sales and Marketing teams to ensure they have resources needed to effectively serve as brand evangelists when presenting new products and services. Effective leader who has experience managing cross-functional, creative, and technical teams. Eager to take on new challenges, leveraging skills to drive exponential business growth. AREAS OF EXPERTISE Project Management \* Staff Leadership & Management \* Product Development & Launches \* Branding & Positioning \* Product Management \* Business Case Development \* Market Trend Analysis \* Product Success Metrics \* C-Level Presentation Development \* Regulatory Compliance \* Strategic Business Planning \* Consumer Insights & Demand \* Market Testing \* Contract Negotiations \* Product Pricing & Forecasting \* Product Packaging Marketing \* Unified Communications

### Experience

Senior Product Manager 03/2001 - 01/2014 Nice Systems Philadelphia , PA

- TDM, IP and VoIP Services Owned and managed product lifecycle including P&L, from strategic planning to tactical activities of various voice services to include Session Initiation Protocol (SIP) and VoIP services.
- Expertly developed Product Requirements Documents (PRDs) by identifying and defining product business problems and primary objectives of new services, projects and promotion opportunities of XO products to include IP Flex, SIP Trunk services, Enterprise SIP (ESIP), Extended Voice Coverage, as well as VoIP Origination and Termination services.
- Key Accomplishments: Successfully increased ESIP and SIP Trunk services revenue by 19% year over year.
- On a monthly basis, documented and reported to upper management on product profitability and operational metrics.
- Partnered and Collaborated with MPLS Product Manager to launch SIP Services with MPLS to Canadian prospects and customers.
- Led and oversaw roadmap enhancements and network augmentation to certify MS Lync with XO network and systems, as well as add Virtual Private LAN Service (VPLS) and Dialed Number Identification Service (DNIS) to ESIP product.
- Conducted Win/Loss analysis to understand and elicit customer purchasing habits and identify sales challenges.
- Assisted Product Marketing Manager and Marketing Communications to create SIP collateral and internet web site that reflects the features, advantages and benefits of the product offering Initiated and executed project with IT reporting to discover points of cost reduction for SIP Services to effectively increase gross margin.
- Successfully implemented and updated SIP service internal ordering process to effectively reduce install intervals; increased install revenue from \$39K per month to \$70k per month within 45 days.
- Negotiated, monitored and implemented of all carrier agreements.
- Managed third party vendors to ensure complete feature functionality and to drive costs savings.
- Forged and implemented the ESIP Sales Engineering Subject Matter Expert training program to promote ESIP services within the Sales community.
- Created Sales and Customer presentations to evangelize the VoIP/SIP services.
- Conducted market research, analyzed competitive data and customer/prospect visits to understand and specify business requirements to increase SIP and VoIP sales to include appropriately pricing services.

Product Development Manager 11/1999 - 02/2001 Nfi Industries Batavia , IL

- Led product development initiatives for all voice and data services.
- Developed and directed cross-departmental vertical market programs.
- Worked collaboratively with senior management, communicating plans, programs, and progress to gain buy-in at all levels.
- Helped Product Marketing Manager and Marketing Communications to create collateral that reflects the features, advantages and benefits of the product offering.

Product Line Manager 11/1996 - 09/1999 Micron Technology, Inc. San Jose , CA

- Long Distance Successfully trained, developed, and directly managed a team of three Long Distance Product Managers and Product Analysts.
- Provided clear and quantifiable PIP objectives for each individual team member which included overall group objectives.
- Worked with external third parties to assess partnerships and licensing opportunities, created Requests for Proposals, negotiated service-level agreements and drove continual service improvements.
- Ran beta and pilot programs with early-stage products and samples.

Manager 03/1993 - 11/1996 First Watch Restaurants Vestavia Hills , AL

- Managed the international long distance 1+, International Toll Free Service, and Universal International Free-phone Number Purchase of international voice termination and origination from global telecom operators.
- Negotiated, monitored and implemented of all carrier agreements.
- Managed third party vendors to ensure complete feature functionality and to drive costs savings.
- Line cost reductions through negotiation of buying opportunities to enable a market leading cost base on all 3 routing platforms (EMEA/US/APC) Designed and created the International Country Sales Guidebook to assist Sales in properly communicating with

international companies.

#### Skills

benefits, Business Administration, competitive, network and systems, cost reduction, product development, senior management, features, IP, LAN, market research, market, Product Marketing, Marketing, Marketing Communications, Win, negotiation, Enterprise, network, presentations, pricing, Product Manager, progress, promotion, Proposals, purchasing, reporting, routing, Sales, strategic planning, TDM, telecom, phone, voice and data, VoIP, web site

#### Education

and Denver, CO, Completed Coursework towards : Washington State University and University of Colorado City , State

2000 MBA : International Business/Marketing International Business/Marketing

1992 Bachelor of Science : Arizona State University - Purchasing/Logistics Management City , State Purchasing/Logistics Management

Completed General Studies in Business Administration Coursework The SIP School, SIP Certification Pragmatic Marketing Certification Licensed

VA Realtor, July 2014 : Northern Virginia Community College City