

POWER FILM PRODUCT MARKETING MANAGER

Summary

Seasoned Technical Product Manager with over 15 years of professional experience, 8yrs as Product Manager. Proficient at collaborating with multiple stakeholders to determine audience interest and develop strategic go-to-market communication plans that align with the company's business priorities and initiatives.

Areas of Expertise

- Global Marketing
- Product Launch
- Market Analysis / Research
- Pricing Strategies
- Process Improvement
- Profit and Loss
- Excellent Communication Skills (Oral and Written)
- Effective Presentation Skills
- Strategic Planning and Execution
- Analysis and Quantitative Skills
- Cross-Functional Collaboration

Professional Experience

Power Film Product Marketing Manager Aug 2014 to Current

Microsoft Corporation - Ashburn, VA

- Increased margin dollars by 40% and margin percentage by 50% through implementation of pricing strategy.
- Successfully launched 4 new products during Q3/Q4 2014 time frame, resulting in 60% increase in portfolio quote activity and 25% revenue growth.
- Authored training collateral geared toward training of AVX direct sales force and channel partners (mfg. rep, distributors) resulting in sales increase of \$1.2M during Q3/Q4 2014.
- Strengthened engagement and relationship with channel partners, resulting in increased business participation and 45% revenue growth in non-custom/resale business.

Semiconductor Product Marketing Manager Oct 2009 to Aug 2014

Allied Electronics - City, STATE

- Successfully managed a diverse \$28M electronic component portfolio amassing 40K+ skus.
- Delivered 5%+ revenue growth for 9 consecutive quarters.
- Decreased excess inventory on average of 3% per quarter for 9 consecutive quarters.
- Generated 500% growth in new supplier brands, delivering 10+ brands in 2 years.
- Collaborated with marketing, supply chain, and logistics to deliver vision and expectations for product launches.
- Overhauled existing benchmark process, new process increasing product manager productivity over 90%.
- Created global training for semiconductor portfolio maintenance for product managers.

Corporate Applications Engineer Jun 2007 to Oct 2009

Allied Electronics - City, STATE

- Directed projects to implement processes for effective design registration of semiconductor portfolio and associated components.
- Developed and delivered training to sales force consisting of 300+ person sales force nationally.
- Introduced customers to correct product solutions to resolve their design challenges.
- Negotiated, built relationships, and worked with supplier channel partners.

Corporate Power Applications Engineer Jul 2006 to Jun 2007

Sager Electronics - City, STATE

- Created sales matrix allowing sales to lead customers to a potential non-custom solution within 2 minutes.
- Developed and delivered training to inside/outside sales channel.
- Strengthened relationships with core Sager customers while expanding new customer base, increasing power supply design registrations by 250% over a seven month period.

Senior Product Marketing Manager Sep 2004 to Jun 2006

Mouser Electronics - City, STATE

- Implemented data templates for new supplier launch, expediting completion of new supplier launch process by 50%.
- Transformed microcontroller portfolio through increases in strategic marketing campaigns and inventory increases, resulting in 42% product growth between Jan 2005 to June 2006.
- Streamlined embedded solutions suppliers inventory, decreasing excess inventory while growing revenue 30% year on year.
- Implemented training program for sales, resulting in 25%+ revenue growth for 5 consecutive quarters.
- Directed a team of 8, doubling new product introductions and launches while growing sku count by 60%.
- Spearheaded standardized catalog page creation process, reducing time spent by 3 weeks per quarter (catalog cycle).

Semis & Passives Technical Sales Manager Sep 2003 to Sep 2004

Mouser Electronics - City, STATE

- Managed a team of 14 employees in a wide range of sales processes “ ensuring strong customer satisfaction, sales closing, and efficiency levels.
- Directed process between Technical Sales and inbound Sales Management to convert new quotes to orders resulting in \$3 million revenue increase in 8 months.
- Pioneered creation of Mouser’s Best In Class Bill Of Material (BOM) tool resulting in 4 hour turnaround for RFQs.
- Accelerated training of Technical Sales Team which increased close rate for open RFQ's by 15% and \$700K+ in revenue per quarter.

Education

Bachelor of Science , Electrical Engineering University of Tennessee - City , State , USA

- Deans Merit Scholarship: 1992-1997
- Minority Engineer of The Year: 1994
- Founder of Coleman Classic Charity: 1995-1997

Affiliations

- Active Member of Alpha Phi Alpha Fraternity, Inc.
- Member of National Society of Black Engineers
- Member of National Society of Professional Engineers

Awards

- Distribution Applications Engineer Top Performer, 2004
- Product Manager Of The Year, Rabbit Semiconductor: 2005
- Product Manager Of The Year, Wamco: 2012

Skills

MySQL, Data Analysis, Product Launch, Product Lifecycle Management, Pricing Strategy, Global Marketing Initiatives, Product Ownership, Business Case Development, Brand Management, New Product Introduction, Applications Engineering, Strong Communication Skills, Training