

SENIOR PRODUCT MARKETING MANAGER

Professional Summary

Senior product/project manager with 25+ years of proven financial results. Proven ability to lead, manage, direct, facilitate, or contribute to matrixed product team activities resulting in customer/revenue acquisition and retention. Able to synthesize complex segmented issues and problems into a practical framework, communicate simply, build consensus, and successfully execute plans. Recognized team player willing to do what it takes to ensure success in complex, highly team-oriented projects, with multiple dependencies and aggressive deadlines. Knowledge and Skills Product Life Cycle Mgmt. *Process Development *New Product/Business Development Project Management *Business Case Development *Vendor Evaluation & Management Analysis & Synthesis *Financial Modeling/Planning *Product Messaging & Positioning Strategic & Tactical Planning *Market Research & Analysis *Sales Tools, Training & Forecasting

Skills

- Product development
- Conflict resolution
- Strategic thinker
- Sales strategies
- Thought leadership content development
- Product lifecycle management
- Business case development
- Positioning
- Effective leader
- Project management
- Creative and innovative

Work History

May 2005 - March 2018 Senior Product Marketing Manager | Microsoft Corporation | Bristow , VA

- Led growth of the enterprise product portfolio to \$500M.
- Reduced time to quote from 72 to 0 hours and increased sales by 30%.
- Acquired/retained strategic customers (\$1M+ annual billing) with creative customized solutions.
- Drove strategic sales based on situational pricing and competitive analysis, securing \$5M contracts.
- Managed development, launch, and lifecycle of Hosted PBX, PRI, SIP Trunk, Long Distance Calling Plans, TN Portability (National Numbering), Internet Access, CloudPort, Layer 1, 2, 3 Networking. Dark Fiber, Data Center Collocation, SD-WAN.
- Supervised Project Manager and Customer Education Specialists.
- Recognized with numerous awards for outstanding sales support.

May 2004 - April 2005 Senior Product Manager | Us Bank | Denver , CO

- Orchestrated biggest market expansion in company history, tripling the number for \$0 CAPEX.
- Launched Managed Firewall and bundled with Internet increasing sales 20%, stemming price erosion.
- Reduced churn by 35% in the 2-8 line business customers using integrated Voice/DSL solution.

December 2002 - April 2004 Senior Product Manager | Us Bank | Brookfield , WI

- Launched voice, data, Internet, and long-distance products in 4 new states.
- Secured sales contracts worth \$400,000 within 3 months of launching integrated voice/data over ATM.
- Resident Expert" in Verizon federal and state tariffs and interconnection agreements.
- Boosted margins from 20% to 65% pursuant to Verizon UNE-P tariff analysis and recommendation.
- Developed and implemented sales compensation plans, vertical marketing, bundles, promotional, and up-sell programs to facilitate customer acquisition and retention.

November 2000 - July 2002 Senior Product Manager | Us Bank | Knoxville , TN

- Spearheaded 5 product development projects resulting in \$14 million first year contract value.
- Slashed vendor costs by 45% via contract negotiations.
- Automated and streamlined operational procedures resulting in 25% savings.
- Developed, presented, and received executive approval on a 1-page business case in 3 days.
- Designed pricing, forecasting, capacity planning, and financial analysis models for business cases.

January 2000 - October 2000 Senior Marketing Manager | Zenreach | Elizabeth , NJ

- Originated value propositions, sales training, tools, and collateral for Unified Communications platform.
- Trained sales professionals on next generation enhanced services platform and OSS issues.
- Developed marketing requirements document for OSS programmatic interface.
- Performed competitive and market analysis on IP network and services.

January 1994 - January 1999 Product Manager | Walt Disney Co. | Saint Cloud , MN

- Developed regulatory stance and defended company position in response to FCC inquiries.
- Developed and implemented customer acquisition/retention and marketing strategies for major Telecommunications providers: AT&T, Worldcom, Sprint, IXC's, and CLEC's.
- Consistently met or exceeded \$1 billion annual revenue target for Switched Access.
- Established prices that struck a balance among conflicting objectives: maximizing revenues, satisfying customers, maximizing network efficiencies and return on investment.
- Developed account plan and forecast, analyzed usage, reconciled gap between actual vs. forecast.
- Administered term/volume discount plans, promotions, and applicable terms and conditions.
- Managed and improved customer perceptions through a survey process, financial impact statements, direct customer contacts, and promotional letters.
- Developed and maintained complex econometric models to facilitate pricing and decision-making.
- Analyzed the evolving competitive, regulatory, and customer demands.
- Continually modified the marketing mix consistent with changes in the product life cycle.

January 1992 - January 1993 Supervisor | Spartannash | Keizer , OR

- Managed assignment of 2 million voice and data circuits in 70 cities/towns.
- Analyzed root causes and increased automated order processing from 85% to 93% within 6 months.
- Boosted employee productivity by 15% while reducing re-work and overtime hours.

January 1989 - January 1991 Assistant Product Manager | Spencer Gifts, Llc | City , State

- Led collaborative effort to develop Electronic Key Telephone Service.
- Secured contracts totaling \$3M.
- Secured 5 voice messaging service contracts worth \$500,000 in six months.

Skills

ATM, balance, billing, business case, capacity planning, competitive, competitive analysis, contract negotiations, contracts, decision-making, DSL, financial, financial analysis, Firewall, forecasting, Internet Access, IP, letters, market analysis, marketing strategies, marketing, market, messaging, Access, enterprise, network, Networking, next, OSS, page, PBX, pricing, product development, Product Manager, sales, sales support, sales training, SD, strategic, tariff analysis, Telecommunications, Telephone, voice and data, WAN

Education

1997 Master : Business Administration Suffolk University , City , State Business Administration

1989 Bachelor of Science : Marketing Boston College , City , State Marketing

Product Manager Certification : Product Marketing Institute , City , State