

PRODUCT LINE DIRECTOR/SR. PRODUCT MANAGER/PRODUCT MANAGER

Summary

Industry professional with 23 years of consumer electronics industry experience and proven track record of quality global team leadership, business partner relationship building and effective product category strategy development.

Skill Highlights

- Quality team leadership
- Business partnership
- Broad technical expertise
- Product category strategy development
- "Big picture" vision
- Effective negotiation
- Competitive/market trend analysis
- Extensive industry knowledge and affiliation

Accomplishments

- Mentored Charlie Xu to set him up for success during his rotational PLL assignment.
- Conceived of and partnered with Merchant leadership to execute the dual Merchant/PM role for Ken Harden.
- Led the recruitment and hiring of three PM Analysts with the goal of improving efficiency and effectiveness of the PM team.
- Coached Brian Potter during his stretch role period as a PM, resulting in his successful promotion to full-time PM.
- Created and led the "BBY Products Forum", which resulted in unprecedented levels of Merchant/PM collaboration and logical strategies across multiple categories, resulting in more competitive and easily shopped assortments for key accessory products.
- Quickly and successfully transitioned to the role of global team leader for the Video Hardware categories, delivering a +1026% variance to budget in GP\$ for FY15 (US), and building TV as the #1 share category of ExB revenue in Mexico (14.1% YTD FY16).
- Successfully managed our Sharp license to the extent that they have renewed for a third year; delivered a LTR of 95.3% for March, the highest of any ExB brand.
- Took point from a business perspective in negotiating the Roku TV licensing agreement.
- Initiated multiple complex development programs, including UHD Roku TV and Cast TV.
- Established ExB's dominate presence in HT Accessories, building a sustained 80+% (US), 90+% (Canada) and 50+% (Mexico) revenue share in A/V Cables; successfully transitioned management of the category to Charlie Xu and Mark Kudla.
- Led the brand identity update for the Rocketfish brand, ensuring the look and messaging was appropriate for the role of mid-tier HT accessories brand.
- Championed and led communication and planning for the execution of "Project Evergreen", ensuring that all partner stakeholders understood the big picture with regard to the revised role of our Insignia and Dynex brands.
- Played an instrumental role in the development and evolution of ExB's product development process and global cross-functional team structure and collaboration, improving department efficiency, effectiveness and speed to market.
- Leading a CEA Accessories Board working group in the development of a series of "how to" videos that will help consumers connect their CE devices for maximum performance.

Professional Experience

Product Line Director/Sr. Product Manager/Product Manager , 08/2006 to Current At&T i/4 Saint Augustine , FL

- Collaborate closely with Merchant partners in the development of effective category strategies designed to achieve enterprise objectives.
- Lead a global cross-functional team in the development and execution of category strategies to maximize enterprise profitability and the customer experience.
- Possess a keen awareness and understanding of the competitive landscape and industry market trends, enabling the development of product lines that deliver maximum profitability and customer satisfaction.
- Establish category budgets and monitor financial performance for indicators that may require course correction.
- Develop strong vendor relationships, which have led to long-term strategic business partnerships.
- Led the development of hundreds of consumer electronics products that have provided outstanding customer satisfaction and generated millions of revenue and profit dollars.

Senior Product Development Manager , 08/2004 to 08/2006 Vizio i/4 Bloomington , MN

- Managed all aspects of the product development process, including industrial design, sourcing, engineering, packaging, marketing, merchandising, distribution strategy and sales training.
- Product line responsibilities included TV antennas, home theater power management, portable power, uninterrupted power supplies and surge protectors.

Product Planning Manager , 08/2003 to 08/2004 Alteryx i/4 San Diego , CA

- Created strategic plans for the sale of consumer electronics accessories to national and regional retailers and distributors based on industry trends and emerging technologies.

- Developed products, pricing, packaging and promotions to ensure maximum market impact and profitability for new and existing product lines.
- Product line responsibilities included blank media, cleaning and care, power and travel, digital camera and camcorder accessories and surge protectors.

Senior Product Manager , 01/1997 to 08/2003 Lennox International i¼ Niles , IL

- Identified target accounts, recommended product assortments and developed marketing strategies to maximize profits for both the company and the customer.
- Assumed the role of marketing department lead for the company's transition to SAP business software.
- Product line responsibilities included audio/video cables and connectors, phone accessories, power and travel, universal remote controls, TV and AM/FM antennas and surge protectors.

Store Manager , 05/1992 to 01/1997 Radio Shack i¼ City , STATE

- Managed all aspects of retail store operations, including full P&L responsibility, recruiting, training, personnel management, merchandising, sales and inventory management.

Industry Affiliation

3rd year member of the CEA Accessories Division Board.

Education

Bachelor of Science : Business Administration University of Central Florida i¼ City , State

- Business Management; Minor in Computer Science