

## SENIOR PRODUCT MANAGER

### Summary

**Senior Marketing/Product Manager** Comprehensive experience in upstream/downstream marketing and product management within the medical device industry. Demonstrated history of analyzing client needs and translating customer requirements into innovative and value-added product solutions. Collaborative leader skilled communicating with people from diverse backgrounds and at all levels. Utilizes unique blend of strategic, technical, clinical, and marketing skills to drive cross-functional teams, leading to successful launch of highly technical products.

### Highlights

- Go-to-market strategy development
- Pricing strategies
- Cross-functional team leadership
- Competitive analysis
- Decisive, decision maker
- Product Development and Launch
- Marketing Strategy
- Sales Enablement
- Lifecycle and portfolio Management
- Market Research and Analysis
- Product roadmaps
- Business development
- Innovative and problem solver
- Market segmentation
- Enthusiastic team player
- Deadline-driven
- Start-up background
- Excellent written and verbal communicator
- Forecasting
- Product Differentiation
- Clinical training, registered respiratory therapist
- New product development
- Class I, II and III medical devices

### Accomplishments

- Launched new advanced 740 SELECT patient monitor and multiple product line hardware and software extensions.
- Worked extensively with a key new distribution partner. Provided sales and clinical training and daily customer support. Efforts resulted in establishing a new sales channel, increased product visibility and increased product sales.
- Managed end-of-life activities for legacy vital signs and OEM NIBP module resulting in increasing last time buy sales and reduced inventory exposure.
- Launched new lower cost OEM NIBP MaxiQ module. Attracted new international customers and increased sales volume.

### Experience

#### Senior Product Manager

January 2012 to January 2016 Us Bank 1/4 Gresham, OR

- Managed 740 SELECT multi-parameter monitor product launches, as well as MAXIQ OEM NIBP portfolio (\$5 million top line business).
- Directed marketing efforts for new product launches, product line extensions, and existing products, ensuring alignment with sales, revenue, and profit margin targets.
- Developed launch plans, sales and clinical training tools, price lists, product brochures, sell sheets, and other marketing collateral.
- Communicated with field personnel to identify target markets, coordinate margin and competitive analysis, and drive strategic planning.
- Conducted onsite and WebEx product training sessions.
- Supported daily business strategy for global sales management teams and distributors, including participating in strategic sales calls, assisting with tender submissions, and attending tradeshow.
- Lead customer demonstrations and presentations to promote product lines.
- Collaborated with new key distribution partner to introduce new products and facilitate product training during regional and national sales meetings, improving motivation across sales teams.
- Developed end-of-life plans for legacy vital signs monitors and NIBP modules, increasing product sales by 25% and reducing inventory exposure.
- Increased product margins by 12%-15% and reduced costs by 30% resulting in a new distribution partners and customers through introduction of cost reduced new monitoring products and competitive pricing strategies.

#### Product Manager

October 2009 to January 2012 Walt Disney Co. 1/4 Phoenix, AZ

- Developed and coordinated product requirements and specifications for next-generation multi-parameter monitors and OEM NIBP modules.
- Led a cross-functional development team responsible for product development. Leadership effort resulted in successful launch of multiple products.
- Created sales and marketing plans supporting new product launches.
- Defined user personas, conducted technology assessments resulting in new products and product improvements.
- Evaluated customer feedback and used voice of customer as justification for product improvements.
- Gathered market research data, performed competitive landscape analysis. Leveraged information for strategic planning, developing pricing strategy and tactical execution.
- Implemented a 3-5 year product roadmap, earning approval from senior management team.

- Partnered with contract manufacturer on vital signs monitor development effort. Established key relationships and managed oversight of industry compliance testing required to achieve FDA approval.
- Spearheaded product management of blood pressure module line, driving customer interaction, evaluation, technology development, integration processes, and team leadership. Resulted in 24% improved margin.

#### Upstream Product Manager

January 2008 to October 2009 Ambry Genetics 1/4 Colorado Springs , CO

- Managed upstream marketing for FORE-SIGHT Cerebral Oximeter, including global installed base.
- Developed product requirements, technical specifications, and product profiles for product enhancements and new software features.
- Gathered data, including feedback from customers and key industry opinion leaders, to translate user needs into product requirements and to identify key features for products.
- Coordinated cross-functional development teams throughout technical product development effort, collaborated with R&D staff through development and validation to launch.
- Supported sales and marketing teams, product and service engineers, manufacturing leaders, and software developers during daily sustaining efforts.
- Oversaw development of product marketing and collateral creation for new products, product changes, sensor launches, and software improvements.
- Drove product line development and launch for cost reduced neonatal, pediatric, and adult patient single patient use sensors. Efforts resulted in 12-18% margin increase.
- Improved GUI user experience resulting in 10% increase in sensor utilization.
- Led initial design, concept and planning for a lower cost next-gen cerebral oximeter, realized in launch of a new product, the next-gen Elite monitor.
- Developed multiple product launch plans and delivered product training to international sales organization.

#### Clinical Product Manager

January 2003 to January 2008 CARDIOPULMONARY CORP 1/4 City , STATE

- Developed and approved sales materials, marketing collateral, product brochures and user manuals.
- Created detailed test plans and validated product software modules/enhancements.
- Generated product requirements and specifications for Bernoulli System product line monitoring extensions (including industry leading pulse, oximeters, monitors, ventilators, IV pumps).
- Conducted product demonstrations for customers and provided clinical support, training, and problem resolution to hospital staff/management.
- Maintained comprehensive clinical product knowledge for all medical devices and clinical data covered by Bernoulli interface.
- Represented brand and organization during local and national tradeshows.
- Advised and served as clinical liaison to sales and marketing teams, product manufacturing, and product and service engineers.
- Defined user interface feature sets, data and alarm management. Efforts resulted in improved user experience and adoption.
- Collaborated on successful launch of next-gen Bernoulli Remote Monitoring and Surveillance System to provide wireless, real-time monitoring, as well as clinical support and alarm notification in hospitals.

#### Additional Experience

Regional Sales Account Manager (Ventilators / Bernoulli Remote Monitoring System), 1999-2003

February 1753 Company Name 1/4 City , State

Clinical Applications Specialist (Ventilators/Bernoulli Remote Monitoring System), 1997-1999

Company Name 1/4 City , State

Registered Respiratory Therapist, 1993-2000

Company Name 1/4 City , State

Manufacturing Engineer/Process Development Engineer/Engineering Technician, 1983-1992

February 1753 Company Name 1/4 City , State

#### Education

A.S. Diploma Manchester Community Technical College 1/4 City , State

A.S. Diploma : Industrial Management Thames Valley State Technical College 1/4 City , State Industrial Management

#### Professional Affiliations

Member, American Association for Respiratory Care [Type text]

#### Skills

Blood pressure, brochures, business development, business strategy, competitive, competitive analysis, concept, direct marketing, driving, senior management, features, forecasting, functional, inventory, leadership, team leadership, managing, marketing plans, market research, marketing, marketing collateral, meetings, monitors, new product development, next, personnel, presentations, pricing strategy, pricing strategies, processes, product development, product management, product development and marketing, product marketing, profit, relationship building, sales, sales management, software developers, strategic, strategic marketing, strategic planning, technical program management, tender, upstream, validation, vital signs monitors, multi-parameter monitors, wireless remote monitoring system, ventilators