

GLOBAL PRODUCT MARKETING MANAGER

Summary

Product Marketing/Product Management/Product Innovation NFL & NHL team equipment managers, coaches and ownership *Customers including Nike, UA, The North Face, Lululemon and Adidas *Suppliers, factory management, and global LO offices *Cross functional team members and senior management

Experience

Global Product Marketing Manager Jan 2013 to Current

Veeam 1/4 Providence , RI

- Sportswear/Footwear.
- Develop, plan and create the long range business plan including front end product innovation, product roadmap and portfolio analysis for the sportswear apparel segment.
- Manage product management team responsible for delivering market relevant product vision and to drive category growth.
- Introduced innovation process surpassing financial metrics repeatedly equating to 30% NPD of total revenue.
- Directed strategic planning of the FY'17 annual organizational business objectives for the sportswear market.
- Grew global Sportswear business \$4M YOY (FY'15-FY'16).

Product Line Manager Jan 2012 to Jan 2013

Micron Technology, Inc. 1/4 San Diego , CA

- Developed product management function including creation of product roadmap, implementation of BCG model and comprehensive portfolio analysis leading to new product growth strategies.
- Implemented new close to market development calendar resulting in quick to revenue opportunities.
- Grew global Sportswear business \$1.5M YOY (FY'14-FY'15).

Product Line Manager Jan 2012 to Jan 2012

Micron Technology, Inc. 1/4 Boise , ID

- Led overall strategy and business development of SS14 seasonal offering for running & tennis business units.
- Effective communicator presenting to global teams in excess of 100 promoting seasonal apparel stories.
- Directed the conceptual vision of merchandising sessions for SS13 Global Sales Meeting.

Product Line Manager Jan 2011 to Jan 2012

Micron Technology, Inc. 1/4 San Jose , CA

- Global Lifestyle Apparel.
- Created concise product briefs outlining market segmentation, competitive analysis, and distribution channels.
- Managed financial models including forecasting, margin analysis, and pricing policy.
- Developed global brand plans to ensure successful assortment creation for international marketplace needs.
- Presented apparel concepts, product benefits and strategic positioning to Reebok global merchandising teams including LAM, EMEA and APAC.
- Travelled internationally to lead product creation with factory vendors and participate in seasonal ideation.

Product Line Manager Jan 2009 to Jan 2011

Micron Technology, Inc. 1/4 Manassas , VA

- NFL Sideline & NHL Center Ice Apparel.
- Managed direction, profitability, voice of customer and product creation leading to categorical sales growth.
- Presented category collections to major retail accounts increasing sell in volume on average 34% through quality relationships, competitive analysis, and concise product stories.
- Product liaison for NFL & NHL offices, team management, strategic distribution channels and sales team.
- Travelled internationally to lead product creation with factory vendors and participate in seasonal ideation.
- Increased NFL sideline business to record sales of 22M, 2.5M over 2010 categorical sales plan.

Associate Product Manager Jan 2008 to Jan 2009

American Express 1/4 Mission Viejo , CA

- NFL Sideline & Performance.
- Handled communications with NFL office, equipment managers, team management and ownership.
- Responsible for all merchandising activities including apparel creation, product collateral, and sales meeting presentation for NFL sideline category.
- Provided strategic category direction to meet retail/consumer needs and NFL team specifications.
- Increased NFL sideline business from 14M to 17M YOY sales from 2008 to 2009.

Marketing Development Representative Jan 2004 to Jan 2008

Tanium 1/4 Berkeley , CA

- Provided strategic market analysis and retail adjustments leading to higher sell thru for running category.

- Planned and implemented marketing activities including merchandising, educational clinics and sales incentives.
- Devised grass roots events ensuring successful product launches and overall brand awareness.
- Developed sales tools such as launch kits and product guides to further regional sales for key product initiatives.

Education and Training

Masters Business Administration , Marketing & Innovation 2019 Northeastern University 1/4 City , State Marketing & Innovation

Certificate, Leadership Development Program 2015 Eckerd College 1/4 City , State

BA , Communication & Rhetoric 2003 University of Pittsburgh 1/4 City , State Communication & Rhetoric

Activities and Honors

Skilled: Front End Innovation, International Market Knowledge, Leadership, Product Presentations *Proficient: Product Briefs, Industry & Customer Segmentation, SWOT Analysis, Retail Landscape

Interests

Communications Club: Social Chair; President Volunteer *Shrewsbury Youth Soccer Coach 2016-present *Town of Shrewsbury Parent Teacher

Organization: Volunteer and Hospitality Coordinator 2015-present

Skills

benefits, business development, business plan, competitive analysis, concise, direction, financial, forecasting, innovation, Leadership Development, market analysis, marketing, market, market development, merchandising, office, communicator, organizational, presenting, pricing, product management, quality, quick, retail, Sales, sales plan, stories, strategy, strategic, strategic planning, strategic positioning, team management, vision

Additional Information

- Communications Club: Social Chair; President Volunteer *Shrewsbury Youth Soccer Coach 2016-present *Town of Shrewsbury Parent Teacher Organization: Volunteer and Hospitality Coordinator 2015-present