# Maximilian Murphy

Strategy Advisor | Principal Consultant | Entrepreneur

Max is a tenured technology, strategy, and business development advisor. He is currently a principal consultant and an international management design firm. Max manages the scope of complex human-centered design engagements that power innovation, strategy, equity, and change across organizations.

Interdisciplinary Skillset

Design	Human-centered Design, Affinity Mapping, Technical Design & Architecture, UX/UI Design, Descriptive & Experimental Design
Strategy	Business Model Canvassing, Brand Positioning, Differentiation, Digitalization, OKRs, Change Management, Experience Mapping, SWOT & PEST Analysis
Research	Industry/Market/Brand Research, Survey Development & Analysis, Scenario Prediction, VoC Programs, EDA, Data Mining, Statistical Data Analysis
Technology	Business Information Systems, Enterprise Architecture, Data Warehousing, Security & Governance, Product Management, ERP, Machine Learning & AI
Engineering	Non-linear Design Thinking, Cloud Architecture, Agile & Scrum Project Management, Advanced SDLC, Site Reliability, DevOps Orientation

Model of Work

Hypothesize
Research
Test
Inform
Implement
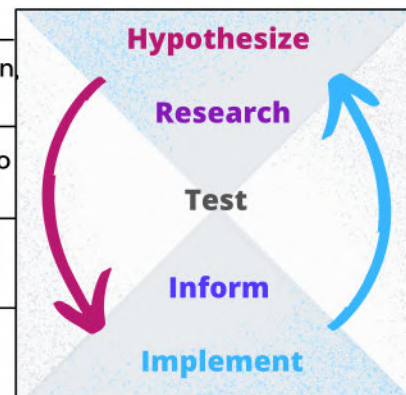
Tools & Technologies I've Worked With

	2 YEARS	4 YEARS	6 YEARS	8 YEARS

Programming Languages	HTML, CSS, SCSS, Node.js, D3.js, SQL, Python, PHP, Ruby, Git
Data Management	Amazon Web Services, Alteryx, Oracle, Google Cloud Platform, Snowflake
Business Intelligence	Tableau, PowerBI, Google Data Studio, Looker, SAS, ESRI, Metabase, QuickSight, DOMO, Chartio
Marketing Analytics	Google Analytics, Adobe Analytics, Marketo, HotJar, Amplitude, Heap Analytics, TapClicks, MixPanel
User Research	Qualtrics, UserZoom, Placer.ai, eMarketer, Ad Mall, ESRI Arc GIS, Claritas C360, Nielson PRIME LINGO
Sales Management	Salesforce CRM, Segment CDP, HubSpot CRM, MS Dynamics 365, Pipedrive, Zoho One

Milestone Achievements

What Will I Do For Your Company? Let's Find Out!

Year	Achievement
2021	Monetized Lee Enterprises Omnichannel Audiences
2020	Received 2020 Impact Award from the Insights Association for Market Research innovation
2019	Created proprietary models of research survey development, resulting in 2M new business
2018	Drove 6M in revenue from performance marketing campaigns (+296% YOY)
2017	2nd place in Awwwards.com web design contest for Education related websites
2016	Engineered ESI's Learning Management System (LMS)

Education

Executive MBA - In Progress
Quantic School of Business & Technology

Bachelors of Science
Computer & Informational Sciences
East Coast Polytechnic Institute
2010 to 2014 - 3.64 GPA

Certifications

AWS Solution Architect - Associate
Amazon Web Services| 2021

Professional Researcher
Insights Association | 2019

+ LinkedIn Skill Assessments

Max Murphy

Professional Experience

Senior Product Manager
Financial Services - PayPal

August 2022 to Present

As a Senior Product Manager at PayPal, I am responsible for overseeing the development and implementation of PayPal's products and services. This includes conducting market research to identify customer needs and trends, setting product strategy and goals, prioritizing and grooming our product backlog, and working closely with cross-functional, global teams to ensure the successful launch and ongoing management of PayPal's products. I also play a key role in driving product innovation and ensuring that PayPal's products remain competitive within a constantly changing financial market.

Key skills: Agile Project Management, UX/UI Research, Product Strategy, SDLC, JIRA, Automation, User Journey Mapping, OkR & KPI Reporting

Principal Consultant
Management Consulting - People Rocket

December 2021 to November 2022 - 11 Months

As a Principal Consultant at People Rocket I was responsible for leading the planning and execution of data-driven business strategies for Fortune 100 clients. I worked closely with client leadership to understand their unique needs and challenges, blending my expertise in design thinking, technology, and business strategy to provide actionable recommendations and solutions. I mentored and guided more junior consultants, and was responsible for overseeing the delivery of internal strategic initiatives, workstream hiring, and client engagements.

Key skills: Consulting, Risk Mitigation, Workshop Facilitation, Qual/Quant Research, Data Science, Business Strategy, Experience & Service Design, Innovation Theory

Senior Analyst - Strategy & Analytics
Marketing & Ad Technology - Amplified Digital

April 2021 to March 2022 - 11 Months

As a Senior Analyst at Amplified I led the strategy behind the adoption of new cloud-based services to our clients. I worked closely with the agency's technical teams and 3rd party vendors to build and deploy enterprise-grade self-service digital marketing products. In this role, I became an SME of our product suite and leveraged a strong understanding of cloud technologies and the ability to identify innovative solutions to meet customer needs. This was a hybrid role of both acting as a PM of the product, solution architect working with clients, and analyst defining the strategy from data-driven product insights.

Key skills: Product Enablement, Solution Architecture, Cloud-Based Services, Saas Digital Marketing, MarTech, Consulting, Thought Leadership, Process Design

Max Murphy

Professional Experience

Co-Founder, VP of Product | Principal Research Analyst
Market Research - CraniumTap
June 2018 to July 2021 - 3 Years 1 Month

I Co-Founded CraniumTap, an innovative Market Research firm in 2018. I began by engineering new proprietary research models from the ground up and laid the foundation for our product vision. During this period, I built and managed our entire business development strategy, out-bound marketing, and client retention funnel using a Customer Data Platform (Segment), event-based messaging (Drip), user/product analytics (Heap). CraniumTap actualized ~150% YoY growth in revenue, in July 2021 CT was acquired by 5 Hill Ventures.

Key skills: Leadership, Business Strategy, Product Development, Market Research, Differentiation, Entrepreneurship, Startup VC, Marketing & Acquisition

Business Analyst
Media & Journalism - Tribune Publishing
February 2019 to April 2021 - 2 Years 3 Months

As a Business Analyst at Tribune I was focused on ensuring our products and services delivered the highest achievable value to the end customer. We had B2B and B2C focus areas, each with their own tailor-made solutions that were further segmented by industry/vertical (B2B) and consumer audiences (B2C). I primarily helped outline and scope the initial requirements to build Arc Publishing, a proprietary content publishing software developed by Tribune. I also liaised with Solution Architects to enrich our products based on customer requirements and industry-standard integrators.

Key skills: Solution Design, Requirements Gathering, Product Analysis, Project Management, B2B Marketing, B2C Marketing, Sales Enablement

Product Marketing Manager
Higher Education (STEM) - ESI Group
October 2017 to February 2019 - 1 Year 5 Months

I was promoted to the role of Product Marketing Manager at ESI after the successful development of their Learning Management Software. I led the marketing and further product development of their LMS, website, and lead-generation landing pages. During this time I engineered adaptive content and dynamic landing pages for our lead nurturing campaigns. The campaigns I managed met over 120% of lead generation & retention goals in 2017, and 150% in 2018.

Key skills: Product Enablement, Solution Architecture, Cloud-Based Services, Saas Digital Marketing, MarTech, Consulting, Thought Leadership, Process Design

Max Murphy

Professional Experience

Full-Stack Web Developer
Higher Education (STEM) - ESI Group
March 2016 to October 2017 - 1 Year 8 Months

I was brought on to ESI to build the initial architecture and design of a new Learning Management System (LMS) for their online learning modules. The development of this bled into updates for their primary acquisition funnels being; their main websites, landing pages, and lead-nurture campaigns.
I was responsible for the implementation, maintenance, and optimization of ESI Groups entire portfolio which consisted of 3 separate For-Profit Colleges (Aerospace, Mechanical, and Electrical Engineering focuses), and a 301C Non-profit.

Key skills: Front-end Web development, Application Development, UX/UI Design, Product Management, Marketing Strategy, Branding, Market Research

Software Engineer
Recruitment & Workforce Management - Express Employment (Corporate)
December 2013 to March 2016 - 2 Years 4 Months

I was promoted from Junior SE to a regular FTE SE at Express Employment. I built robust web applications for the tracking and monitoring of their candidate hiring platform. I spent a large majority of my time researching features to prioritize, writing up technical documentation, and then building and testing the post-production features. I also mentored and guided Junior engineers and was fast-tracked to Express's Mentor & Leader program in 2015.

Key skills: Technical Problem Solving, Business Process Mapping, Software Architecture, IT Infrastructure, DevOps, Coaching & Mentorship

Junior Software Engineer
Recruitment & Workforce Management - Express Employment (Corporate)
February 2013 to December 2013 - 11 Months

This was my first full-time software engineering role. I worked for Express Employment's corporate office, but I was often still contracted out to the clients who were in need of quick one-man fixes to their business needs. I developed various forms of rudimentary software being: websites, eCommerce platforms, membership portals, business tracking systems, revenue dashboards, and assisted corporate officers with their regional franchising agendas.

Key skills: Software Development, Information Technology, Business Systems, Financial Products, Sales Enablement, Web-based Platforms

Max Murphy

Personal Involvement & Initiatives

Communications Committee Chair
Sustainability & Environmental Advocacy - Norfolk Environmental Commission
July 2019 to August 2021 - 2 Years 2 Months

Responsible for leading a team of committee members in creating and implementing effective communication strategies for the commission. This included overseeing the creation and distribution of marketing materials, managing the organization's social media presence, and coordinating with other committees and advocacy groups to ensure that communication is consistent and aligned with the organization's goals.

https://norfolk.gov/NEC

Technology Committee Member
Child Welfare & Educational Services - ForKids Inc
December 2013 to March 2016 - 2 Years 4 Months

I helped oversee and improve the organization's use of technology. This included identifying and implementing new technologies to support the organization's programs and operations, as well as providing technical support and training to staff and volunteers. During my time we migrated ForKids to Microsoft 365 suite, and developed a custom Salesforce instance for all business development pipelines and client retention programs.

https://forkids.org

Research & Strategy Partner
Science & Technology - Norfolk Innovation Corridor
February 2013 to December 2013 - 11 Months

I assisted in the development of the initial strategy of the NIC. This included conducting market research, developing partnerships and strategic alliances, speaking at regional economic development forums, with the goal of attracting entrepreneurs and business startups to set up shop within the new district in Norfolk.

https://norfolkinnovation.com

Marketing & Branding Consultant
Business Incubators & Accelerators - StartWheel
April 2018 to November 2020 - 2 Years 8 Months

As a consultant for StartWheel, I provided pro-bono services for small businesses in their accelerator program. I helped them define new marketing and business strategies, refining their brand image and value propositions. I also worked internally with the Founder and Co-Founder to accelerate StartWheel's venture funding from local VC groups.

https://startwheel.com