

Product, Marketing and Operations Professional

- Extensive experience bringing software, hardware, and services to market
- Professional with 18+ years of marketing, product, and operations management experience

Education

MBA | MAY 2016 | UNIVERSITY OF CINCINNATI

- General Masters of Business Administration (MBA)

B.S., BUSINESS ADMINISTRATION | DECEMBER 2006 | NORTHERN KENTUCKY UNIVERSITY

- Major: Business Administration
- Minors: Marketing, Entrepreneurship

Skills & Abilities

- Software Product Development Management
- Hardware Product Development and Certification Management
- Product Integration Management
- Distribution Partner Management
- Product Release Planning and Management
- P&L Responsibility/ Budget Creation and Management
- Product Pricing, Positioning & Branding
- Product Focus Certified Product Manager
- Product Operations Management
- Strategic Planning
- Client Team and Sales Team Relationship Management
- Partner Relationships
- JIRA, Confluence, Google Analytics

Experience

DUNNHUMBY | SEPTEMBER 2018-PRESENT

Senior Commercial Product Manager

- Manage Media products, which includes:
 - Manage software and relationship for a primary client
 - Manage integration of third party platform with media platform
 - Manage technical and sales roadmaps
 - Manage product operations (roadmap, backlog, stakeholder presentations, quarterly OKRs, team processes, deployment planning, ways of working, etc)
 - Perform product discovery and write software requirements for new product features
 - Interim team management
 - Manage product releases and go-to-market strategy
 - Manage vision and overall strategy for Personalized Offers
 - Manage relationships with dunnhumby client teams discovery, development and deployments

- Work with a variety of internal stakeholders for client discovery, development and deployments
- Manage support process for products and propositions
- Create and manage (financial) business cases
- Member of Process Change Network and have completed all required training, implemented processes across Product & Engineering teams
- Price products and propositions
- Participate in vetting process for new client deployments

APEXSUPPLYCHAIN| JANUARY- SEPTEMBER2018

Senior Product Manager

- Manage new SaaS cloud platform and Analytics (BI) tool, which includes:
 - Roadmap management
 - Product discovery and user testing management
 - System integration planning
 - New product development of platform and related web applications
 - Product pricing and launch planning
 - Mentor product management analysts and business analysts

MACMILLANLEARNING| SEPTEMBER2012-JANUARY2018

Senior Product Operations Manager April 2017-January 2018

Product Manager September 2012-April 2017

- Managed Analytics product in addition to product operations, which included:
 - Roadmap management for several business units
 - Inventory management for hardware products
 - New product development and maintenance of hardware products
 - Budget management
 - Product launch and release planning
 - Roadmap management for several business units
 - Inventory management for hardware products
 - New product development and maintenance of hardware products
 - Budget management
 - Product release planning
 - Manage accessibility, security and privacy training, documentation and auditing
 - Manage contracts and licenses across several business units
 - Manage KPIs and internal analytics reporting
- Managed hardware products:
 - Work with hardware engineers and oversee technical development of radio frequency (RF) student response system
 - Obtain patents and certifications for new hardware products
 - Oversee the product development from concept to final delivery

- Managed software products:
 - Work with software developers to develop new software products and enhance existing software products, serving as Agile Product Owner
 - Perform discovery, write product requirements, perform acceptance testing, and work closely with developers during development and quality assurance checks
 - Work with legal team to write EULA and contracts
 - Communicate product features, functionality and information to all relevant departments and people in the company
 - Release products to customers, domestic and international
 - Manage Learning Management System (LMS) integrations, including APIs
 - Manage product roadmap for product team
 - Manage beta and pilot programs, working directly with clients
 - Conduct webinars, training and other communications for internal stakeholders and external customers and prospects
 - Manage budget and reconciliation

Selected Accomplishments:

- Obtained patents for new global hardware products
- Obtained certifications for and managed global products (hardware and software)
- Developed and delivered Accessibility training for entire company
- Launched complete rewrite of user software
- Launched product globally for the first time in company history
- Launched division's first customer-facing Analytics product

VP MARKETING | HEALTHCARE INFORMATION, LLC (HCI) | 2007-2012

VP Marketing 2011-2012

Marketing Manager 2007-2011

- Directed and oversaw all company marketing functions including:
 - Marketing budget and internal operating budgets and P&L.
 - Oversaw public affairs, communications efforts, including public relations, industry trade shows, company sales conferences and community outreach.
 - Represented company at various community and/or business meetings to promote the company. Promoted positive relations with partners, vendors, and distributors.
 - Managed distribution channel.
- Served on executive team for strategic planning and execution. Established and implemented short-and long-range goals, objectives, policies, and operating procedures. Supervised product development, promotion, pricing and distribution.
- Recommended and administered policies and procedures to enhance company operations.
- Worked with sales team to help manage all sales functions, including competitive data within healthcare industry.
- Managed technical service team, which included all customer service functions as well as managing traveling service teams.

- Developed multiple successful innovative products and successfully launched these products into the US and Canadian healthcare markets.
- Implemented CRM and service ticketing systems.
- Created and launched new web lead-generating program. Created web portal for distribution channel. Actively participated in SEO and PPC campaigns.
- Performed ongoing customer/market research and presented findings to sales team for use in selling products and services. Created dealer advisory council and conducted customer surveys.
- Obtained and managed GPO contracts. Participated in numerous large RFPs and project installations.
- Managed distribution partners and contracts.
- Hired company Vice President of Sales and other upper level management employees

Selected Accomplishments:

- Developed and executed channel and sales team training programs. Taught product training to sales-level employees and distribution channel representatives.
- Launched inbound marketing project, including complete re-write of company website.
- Authored numerous articles for trade magazines and company blog. Managed content development for web and sales collateral, including messaging.
- Leveraged strengths in cost-effective marketing management and vendor negotiations to end each year under-budget.
- Assisted sales with securing the largest single sale in company history.

PROGRAM DIRECTOR | LINNEMANN FUNERAL HOMES | 2002-2007

Developed new service for customers to include video creation, writing of life stories, and print design. Managed team of graphic designers and writers. Managed all company hardware and software.

Selected Accomplishments:

- Created company logos and obtained trademarks for new company brands.
- Conducted extensive research and successfully launched new product and service programs. Oversaw advertising for new program.
- Completely overhauled company computer hardware and software for all three company locations.