

Professional Summary:

- Adaptable and curious product manager versed in all facets of product development and management, including design, positioning, launch, pricing, maintenance, marketing, and end of life.
- Track record of leveraging market research, analysis, and relationships with cross functional SME's to solve problems.
- Highly effective communicator with demonstrated ability to optimize business processes and to grow revenue.
- Master of grasping new concepts quickly.

Education:

DePAUL University, Chicago, IL

- M.B.A. – Emphasis in Strategy, Decision Making, and Marketing Planning (2018)
- B.S. – Emphasis in Marketing (2013)

General Assembly, Chicago, IL

Data Analytics Course (2015)

Core Leadership Qualifications:

Analytical Skills: Data Grooming, Forecasting, Market Research, Promotional Lift and ROI Analysis

Interpersonal Skills: Adaptability, Cross-Functional Influencing, Customer Advocacy, Executive Communication, Training, Vendor Management

Marketing: Collateral Creation, Pricing Segmentation, Promotion Strategy, Value Proposition

Product Lifecycle Management: Agile Development, Product Launches, Product Roadmap Design and Execution, Technical Requirements Writing

Professional Experience

U.S. Bank, Chicago, IL

Jul 2017 – Present

Senior Product Manager, Assistant Vice President

Responsibilities:

- Serve as a subject matter expert and strategy owner for the Global Treasury Management division regarding Receivables products.
- Utilize knowledge of competitive landscape and client needs to deliver product enhancements through latest means, such as agile development and machine learning features.
- Prepare and deliver technical requirements documents
- Lead product enhancements with internal partners incl. Agile Owners, Sales, Operations, and Artificial Intelligence Team
- Set and maintain a strategic roadmap
- Perform ongoing evaluation of market trends, pricing philosophy, marketing strategy, and service offering
- Forecast and meet revenue goals
- Produce technical marketing, sales, and training collateral

Selected Accomplishments:

- Lockbox Remote Capture product relaunch
- Image Cash Letter profitability analysis for executive leadership
- Integral in winning and onboarding multiple clients with annual revenues over \$1 million
- Critical stakeholder in smooth closure of Retail Lockbox business and in strategically identifying clients to retain via other services
- Mentor for U.S. Bank's 2019 Internship program
- Chosen by EVP for executive mentoring via Menttium Corporation

Essendant, Deerfield, IL
Assistant Product Manager**FEB 2016 – JUL 2017****Responsibilities:**

- Managed business strategy, product assortment, and revenue responsibility for Kimberly Clark items - over \$130 million in annual revenue - in addition to developing new products and completing miscellaneous projects for Essendant Private Label towel and tissue category.
- Defined product features and technical requirements for successful product development
- Completed detailed analysis to right size profitability gaps, reduce costs, and increase revenue
- Built promotional marketing strategies for new product launches
- Positioned items within “good, better, best” brand segments using feature differentiation and pricing
- Established stocking and pricing tactics for new SKUs
- Designed marketing materials, such as sales sheets, promotional websites, webinars, and emails
- Maintained database of towel and tissue assortment, including specifications, images, copy, and more.

Selected Accomplishments:

- Identified over \$4 million in annualized cost of goods savings for private label brands during Request for
- Proposal analysis
- Completed Towel and Tissue category analysis (over \$450 million in annual revenue) for vendor contract
- negotiations, to pinpoint profitability issues among top suppliers
- Served as primary contact for external consulting agency, representing the entire Towel and Tissue category

Dyson, Inc., Chicago, IL DEC 2014 – FEB 2016
Retail Sales Analyst**Responsibilities:**

- Solely managed point of sale and stock data for Dyson U.S. SKUs at all retail locations.
- Worked closely with sales team and senior management to review business performance and provide weekly reporting.
- Completed major analyses before and following national promotions.
- Uploaded and validated point of sale and stock data
- Completed sales out, promotional event, and stock reporting
- Provided analysis findings to key decision makers including VP of Finance, U.S. president, and global CEO
- Led weekly meetings to discuss sales performance and review competitor activity
- Ad hoc analysis as needed

Selected Accomplishments:

- Shortened life cycle of the established reporting process by 50 percent
- Played a key role in successful launch of 14 new products in 6 categories

NSA Media, Downers Grove, IL
Senior Media Analyst**APR 2013 – NOV 2014****Responsibilities:**

- Oversaw analysis relationship for Belk and Safeway accounts.
- Established appropriate media arrangements for clients by leveraging negotiation tactics, analysis skills, and market research.

- Analyzed print marketing campaigns in all U.S. Demographic Metro Areas
- Recommended tailored media buys in thousands of publications
- Drafted client facing materials and trained subordinates

Selected Accomplishments:

- Trusted to independently onboard a new company account