

Summary

- Product and marketing manager with 10+ years of experience – Bentley University MBA and MSIT. Experienced in defining, delivering and launching enterprise software solutions with proven track record of delivering new revenue growth.

Experience

REZ-1, Wellesley MA

7/15-5/17

Product Manager (\$30M+ revenue)

- Help transform organization to achieve market and customer focus to double revenue in 5 years
- Launched first new product in 10 years and acquired four new customers generating 90K in annual recurring revenue
- Led definition and execution of new disruptive product offering to address port logistics market segment
- Defined investment governance structure to ensure resource allocation aligned with revenue opportunities
- Created logistics market segment analysis based on size and growth as input to strategic plan

IBM, Cambridge, MA

2006-2015

Senior Product and Offering Manager, Digital Experience (\$300M+ revenue)

8/10 – 7/15

Product and Offering Manager, Portlet Factory and Dashboard Framework (\$10M+ revenue)

3/08 – 8/10

Domain Engineer, ActiveInsight (\$5M+ revenue)

6/06 – 3/08

- Responsible for \$300M dollar IBM Web Content Manager and IBM Digital Asset Management product offerings
- Drove double digit annualized revenue growth with increase of 140% in one-year exceeding market growth by 4x
- Improved Gartner and Forrester analyst report positioning from challenger/contender to leadership/strong performer quadrants
- Defined product roadmap and drove cross-functional execution across development teams in China, Australia, Europe and the United States using inputs from prospects/customers, sales, services, support, competitive peers and industry analysts
- Drove external/internal product partnership strategy and formed partnerships with leading marketing automation, commerce, video, content authoring and translation providers
- Launched two new product offerings targeted at new mid-tier and enterprise tier market segments
- Enabled world-wide sales and pre-technical sales channel to effectively position, pitch and demonstrate solution
- Evangelized solution by delivering sessions to prospects at conferences world-wide
- Created marketing, promotional and sales collateral to maximize revenue

Laboratory Corporation of America, Burlington, NC

1/01-9/03

Senior IS Technical Specialist

- Increased organizational agility by leading Enterprise Application Integration strategy and execution for rapid business process orchestration
- Improved software version/configuration management by leading implementation of PVCS Dimensions in adherence with ISO 9000/Capability Maturity Model methodologies

Education

Startup Institute, Boston, MA (projected)

06/17 – 08/17

Digital Marketing

Bentley University, McCallum School of Business, Waltham, MA

2003-2006

Master of Business Administration (MBA), Master of Information Technology (MSIT)

- GPA 3.81, High Distinction; Member Beta Gamma Sigma

Elon University, Elon, NC

1996-2000

Bachelor of Science Business Administration (BBA)

- GPA 3.5, *Cum Laude*, Concentrations in Information Systems and Finance, Minors in Computer Info Systems and Economics

Certifications

- Pragmatic Marketing (Level 6 PMC-VI); Design Thinking (IBM Design Thinking); Project Management**