

First I. Last, CREDENTIALS

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PRODUCT MANAGEMENT AND MARKET MANAGEMENT

To successfully obtain a Product Management or Marketing Management position with a progressive and fast-paced organization. The opportunity would not only allow me to utilize my existing skills, but also to obtain those necessary to achieve personal excellence and, ultimately play a main role in leading the company to future growth and productivity.

SUMMARY OF SKILLS & QUALIFICATIONS

- ## years of experience in product management, marketing and project management
- Skilled in defining new product strategies, preparing business cases, analyzing market data, and forecasting product demand for \$__M business unit.
- Track record of successfully managing development of new networking products and IT/IS systems with multi-million dollar budgets and leading teams of over 50 cross-functional members.
- Strong telecom background: experienced in optical networking and telephony.
- Ranked among top 5% in Canada in my company

PROFESSIONAL EXPERIENCE

COMPANY NAME, City March 2011 – Present
Product Manager

- Revitalized _____ product portfolio to sales of \$15 million with improved margins by differentiating product and enhancing customer experience
- Led cross-functional project teams to launch seven new products in various Internet service categories on schedule resulting in comprehensive options for account teams to present to customers
- Formulated national product roadmap including market positioning, pricing, and promotions using research and internal summits to set clear strategy
- Collaborated with global product management team to portray a unified product and brand and shared best practices to apply to local markets
- Developed internal and external marketing materials to promote product set
- Evaluated strategic partnerships and alliance opportunities for Canadian division

COMPANY NAME, City March 2008– February 2011
Marketing Assessment Manager

- ◆ Successfully developed and implement strategic and tactical plans in conjunction with corporate and regional objectives to increase market penetration, revenue and retention and to decrease customer churn
- ◆ Managed a number of tactical projects designed to increase sales, retention and customer satisfaction (Direct Mail, Advertising, Electronic newsletters, customer surveys, internal and external sales tools/web content, advertising, winback programs, welcome campaigns, dealer training/sales programs etc)

- ◆ Act as liaison with functional departments to identify, develop and implement NPV positive opportunities as they relate to relationship issues
- ◆ Monitor and report to senior VP's and Directors on program performance including subscriber activity and revenue. Collaborate with functional groups and departments in all communications to Corporate and General Business Market customers.
- ◆ Work with external and internal agencies to launch new product ventures into the base

COMPANY NAME, City

March 2003– February 2008

Product Manager – Optical Networking

- Defined and obtained executive approval for optical networking product line to increase revenue by \$50M including 3-year roadmap, 24-month forecast, detailed pricing model and 150+ page requirements document in less than 60 days.
- Acted as lead market analyst for team of 25 Product Line Managers to identify product gaps, perform competitive and market analyses, and assess business cases resulting in savings of over \$15M and elimination of unprofitable business propositions.
- Managed and maintained detailed product forecast for \$500M portfolio and achieved forecast accuracy of over 95% resulting in reduction of inventory exposure by \$80M and reduction of lead times from 60 to 30 days.
- Chaired monthly meetings for audience of over 100 global staff members including VPs and Senior VPs to present actual bookings versus forecast and provide 18-month outlook.
- Streamlined capital budget forecast process and internal demand forecast process resulting in increased employee productivity.
- Knowledgeable in SONET and SDH standards.
- *Performance rated in top tier of organization and rewarded through 3 raises in an 18-month span despite a corporate wide salary freeze.*

EDUCATION AND TRAINING

Diploma/Degree, **INSTITUTION NAME**, City, PROVINCE – 2007

Certification, **INSTITUTION NAME**, City, PROVINCE – 2010

Training Program, **INSTITUTION NAME**, City, PROVINCE – 2011

REFERENCES

Available Upon Request