

# ROBERT SMITH

## Lead Product Manager

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### SUMMARY

Top-performing sales and business development professional with the entrepreneurial vision and leadership skills to drive expansion. Effectively builds loyalty and long-term relationships with customers while consistently exceeding sales targets. Experienced in all aspects of sales and marketing, contract negotiation and account management.

### SKILLS

MS Office, Planning Skills, Product Development.

### WORK EXPERIENCE

#### Lead Product Manager

ABC Corporation - August 2006 – November 2009

- Successfully executed multiple campus activations, trade shows, mall activations for Samsung Electronics.
- Managed the design and fabrication of the Samsung Experience refresh resulting in smoother attendee flow and greater product and brand visibility.
- Responsible for generating new business, while maintaining relationships with tradeshow, and mobile tour clients (Biosense Webster, Sprint, ESPN, NFL, Johnson & Johnson, MTV, Bank of America).
- Effectively collaborated with departments, team members, and vendors from the development of event concepts, through design, drafting, production, logistics, execution and measurement.
- Flawlessly produced, and toured six multimillion dollar mobile marketing tours, as well as, over 180 trade shows per year.
- Conducted research and drafted RFPs winning new business.
- Put into operation, custom web based event management software, increasing efficiency, and reducing management hours.

#### Lead Product Manager

Delta Corporation - 2001 – 2006

- Led product management of eCommerce platform, providing vendors with inventory management, market analysis and consumer behaviour insights in the .
- Pioneered product databases and specification data sheets using a variety of software from Adobe and Microsoft, integrating and optimizing all around.
- Directed website development with product input and prioritized flow of information.
- Responsible for the profitable growth of the newly formed company following the \$3.5B acquisitions of MacMillan Bloedel and Trus Joist.
- Managed sales, marketing, advertising, pricing, customer programs and new product launches.
- Founded 15 years ago, P.D.A.C.

- built a worldwide reputation based on hundreds of successful, unique and large scale projects.

## SCHOLASTICS

- Bachelors In Business Administration