

# ROBERT SMITH

## Lead Product Manager

[info@qwikresume.com](mailto:info@qwikresume.com) | <https://Qwikresume.com>

Accomplished Lead Product Manager professional that provides solid results and incessantly over-delivers, seeking a challenging position. Bringing 13 years of steadfast experience and key strengths that encompass business development, relationship, and team creation.

### APRIL 2011 - APRIL 2020

#### LEAD PRODUCT MANAGER - ABC CORPORATION

- Developed and presented strategic product positioning recommendations to management based on research and analysis on customer behavior as well as developments in competitive landscape; efforts propelled Nasdaq's U.S.
- Options exchange Standardized procedures on conducting data-driven decision-making research.
- Designed and built predictive models and optimization models to stress test and refine product pricing policies based on level of risk.
- Product portfolio responsibility expanded by +\$135mm in annual revenue Spearheaded initiatives on internal investments to build-out a unified Analytics/Business Intelligence/Revenue Management System across Nasdaq's exchange businesses, utilized a scalable cloud-based solution.
- Developed product roadmap and served as Project Manager as well as Project Champion/Evangelist.
- Exchanged businesses; served as liaison for various cross-functional teams including Finance, Office of General Counsel, Marketing, Sales, Technology & Engineering Collaborated with internal Economic Research team and external stakeholders to identify key metrics to help frame research projects to justify rule making policies in the regulatory landscape Reported directly to the Head of U.S.
- Equities and Group Revenue Management, and interacted extensively with Global Head of Equities who are both based in Philadelphia.

### 2009 - 2011

#### LEAD PRODUCT MANAGER - DELTA CORPORATION

- Founded 15 years ago, P.D.A.C.
- built a worldwide reputation based on hundreds of successful, unique and large scale projects.
- Led competitive analysis and strategy for wireless test equipment.
- Several sales deals worth several millions of dollars simply became possible due to my competitive strategy.
- Led the web and mobile redesign of VisitFlorida.com to begin monetizing their audience of 100,000+ visitors a month .

- Designed, developed and launch the 2nd version of VisitFlorida.com.
- Difficulty included 2 sites, one for the desktop and one specifically for Mobile and a unique set of advertising constraints and use cases.

## **EDUCATION**

Executive Leadership Program

## **SKILLS**

Strategic Planning, Business Intelligence, Predictive Analytics, Business Optimization, Market Analysis, Continuous Process Enhancement, Budget & Revenue Forecasting, P&L Management, Mergers & Acquisitions, Private Equity, Public Speaking Engagements, Project Management.