

ROBERT SMITH

Lead Product Manager

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SUMMARY

A Lead Product Manager professional with over 15 years of experience, who has created millions of dollars in shareholder value and consistently delivers results. Strengths include deploying complex technologies in a profitable manner, leveraging the collective resources of an organization in contributing to new product development, and building enduring relationships with the many stakeholders in an organization.

CORE COMPETENCIES

Designing Skills, Team Work.

PROFESSIONAL EXPERIENCE

Lead Product Manager

ABC Corporation - 2011 – 2020

Key Deliverables:

- Oversaw the marketing initiatives for SPOT, including developing critical elements of the North American retail launch strategy for Microsoft SPOT watches, managing \$1M marketing budget, and supervising one direct report and vendor agency relationship.
- Developed marketing communication elements, including SPOT portion of Bill Gates keynote address.
- Created product brand guidelines.
- Orchestrated product announcement at the Consumer Electronics Show (CES) in Las Vegas.
- Devised business strategy to generate incremental watch sales through vertical market sales.
- Conducted interviews with CNN, CNNfn, BBC World News, and major US/Canadian networks.
- Promoted to Team Lead for end-to-end product management of BPPM platform.

Lead Product Manager

Delta Corporation - 2009 – 2011

Key Deliverables:

- Worked closely with CEO to define and execute product roadmap and strategy, and managed lifecycle of product development - Lead and recruited a team .
- Provide SQL Server support for billing data exchange between CenturyLink and DirecTV.
- Responsible for all business processes and procedures for DSL CPE, DSL service installation, technical support and Value Added Services.
- Provided leadership for new and innovating ideas for building a better DSL customer installation experience.

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- Worked directly with the Marketing and Network groups to define new product requirements.
- Successfully moved over 460K DSL customers from an EarthLink to a new CenturyLink branded portal and email service.
- Nov 2014 - Feb 2015 Led product strategy of mobile & web auto product to responsive design multi-line platform for \$15M rev increase Defined product .

EDUCATION

Bachelor Of Arts In Economics

