

NAME NAME

City, ST 55555 | (555) 555-5555 | email@email.com

HIGH-PROFILE PRODUCT MANAGEMENT LEADER

Overseeing the design, development, and marketing of new products... Propelling competitive market advantage, explosive revenue growth and product distinction for global brands

Growth-Focused, Financially-Savvy And Decisive Product Marketing Strategist with a track record of leading teams to surpass financial and revenue objectives through a combination of optimized product lifecycle development and targeted marketing strategies. **Change Agent** with verifiable achievements spurring revenue growth by generating unique ideas to improve products, services, and processes — ascertaining the needs of customers, business leaders, and stakeholders. **Concept-To-Implementation Leader** who excels at taking sophisticated technical products and solutions from concept to multiple markets, ultimately delivering double-digit growth in market share. History of developing new products and organizing highly successful launches, go-to-market strategies, and customer acquiring events.

STRENGTHS SNAPSHOT

- ❖ **Product Lifecycle Roadmap**
- ❖ **Revenue & Profit Growth**
- ❖ **Business-To-Business Sales**
- ❖ **Go-To-Market Strategies**
- ❖ **Marketing Campaigns & Events**
- ❖ **High-Impact Content Development**
- ❖ **Business & Technology Integration**
- ❖ **Lead Acquisition & Conversion**
- ❖ **Customer Experience Management**
- ❖ **Data Sourcing & Utilization**
- ❖ **Business Planning & Structuring**
- ❖ **Team Building, Training & Leadership**

CAREER NARRATIVE & MILESTONES

Sabre Airline Solutions – Southlake, TX

June 2012 – Present

Manager, Global Field Marketing (April 2018 – Present)

Overview: Handpicked to lead a team in building and executing the company's regional marketing plans, shaping regional messaging and marketing priorities based on customer needs, market perceptions, competitive landscape, and sales goals. Support strategic sales engagements by transforming standard messaging into content that resonates with technology executives' unique goals.

Notable Achievements:

- Earned the privilege of receiving the company-wide annual champion award for leading the development of strategic customer presentations, **resulting in a contract renewal of \$280 million.**
- Masterminded and led business unit's first account-based marketing campaign, achieving **more than double the set benchmark for email and social media engagement.**
- Strategized and executed the build-out of new field marketing team to support the company, **earning more than \$450 million in annual sales.**

Principal Product Manager (January 2017 – April 2018)

Overview: Led cross-functional team in building business case, securing executive support, and initiating build-out of web and mobile solutions for airline crew members. Liaised with customers globally to understand business problems, validate requirements, gather feedback, and ensure alignment on milestones.

Delivered Results:

- Impact driving force behind build and maintenance of SaaS solutions for the airline crew industry, **generating more than \$8 million in annual revenue.**
- Forged partnerships with UX team to redesign product workflows and interface, **leading to System Usability Scale (SUS) scores in the 90th percentile.**
- Built exceptional business case with a cross-functional team, **securing more than \$1.5 million in funding** to initiate build-out of next-gen solution providing airline crew members with self-service options.

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CAREER NARRATIVE & MILESTONES *(continued)*

Principal, Product Marketing for Line of Business (October 2015 – January 2017)

Overview: Leveraged experience and comprehensive knowledge to define messaging, positioning, and go-to-market strategy for a suite of SaaS solutions based on refined product strategy. Collaborated with internal and agency teams to drive alignment and provide direction for marketing asset development.

Major Benchmarks:

- Conceived and implemented go-to-market strategy for platform relaunch by utilizing thought leadership content, voice of customer assets, and field enablement, resulting in wins for sales across 7 major airlines.
- Led training on 'line of business' (LOB) messaging, positioning, and competitive differentiation at global sales enablement training for over 50 sales leaders, **receiving favourable ratings from 90% of attendees.**
- Championed augmented agenda creation and content development for VIP executive customer forum to increase engagement, **achieving twice the attendance of the previous year.**
- Drove refinement of messaging for suite of more than 10 software solutions to re-position offering as a holistic platform, increase understanding of solutions among executive buyers, and educate stakeholders.

Principal, Thought Leadership Marketing (February 2014 – October 2015)

Overview: Established inaugural thought leadership marketing strategy spanning message development, promotion, measurement, and organizational alignment. Managed in-house and external resources to complete a primary research project and marketing assets such as whitepapers, videos, infographics, and microsite.

Selected Accomplishments:

- Cultivated and nurtured effective work relationships with 'The Economist' Intelligence Unit and 'Forbes' Insights to conduct primary research, helping to establish credibility in campaigns.
- Pioneered thought leadership marketing campaign to differentiate company in a competitive industry, achieving 400 Marketing Qualified Leads (MQL).
- Executed promotional campaign of thought leadership assets across owned, paid, and earned media, resulting in **6% increase to daily website traffic, 16% increase in social media impressions, and an 18% increase in social media engagement with followers.**

Senior, Marketing Communications & Events (June 2012 – February 2014)

Overview: Charged with developing a methodology for measuring event marketing success, guiding and informing future event investment and planning decisions. Created centralized customer communications strategy to ensure proactive and consistent messaging across a large product portfolio.

Significant Contributions:

- **Propelled 20% (\$400,000) reduction in event marketing spend** by utilizing data gotten from tracking Return on Investment (ROI) from sponsorships and participation at 70 industry events to eliminate participation in events with small, non-target audiences.
- Streamlined software release communications across a portfolio of more than 50 products to increase consistency of branding and level of detail provided across the portfolio.

EDUCATIONAL TRAJECTORY

Master of Business Administration (Marketing) – University of Texas, Dallas, TX

Bachelor of Arts (Advertising) – Texas Tech University, Lubbock, TX

TECHNICAL ACUMEN

Salesforce, Pardot, HubSpot, Adobe Creative Suite, InDesign, Dreamweaver, Basic HTML