

PRODUCT & MARKETING MANAGEMENT

A significant record of innovative success for well-defined marketing and product management with the capacity to identify and align customers' emerging needs with products and services. Diverse background spanning creative and analytical talents combined with business acumen. Expertise in engaging decision makers and devising winning strategies and solutions. Uncompromising ethics and strong communication skills highlight business-focused value propositions that leverage competitive advantage by means of delivering top-quality services. Skilled at aligning resources, managing multiple tasks simultaneously, evaluating results, and implementing change.

NOTABLE ACCOMPLISHMENTS

- Achieved annual business unit targets of \$50 million through establishment of overall strategic direction and guiding the tactical development of product and marketing strategies.
- Drove \$9 million+ in total revenue annually through direct marketing channels.
- Streamlined expenses and administered \$6.5 million product, mobile development and marketing budget, ending 2012 at 8% under established financial plan.
- In partnership with cross-divisional development team, launched proprietary eReader application for iPad and PC/Desktop and integrated commerce and content distribution system.
- Generated \$2.5 million revenue stream through direct interaction with national professional associations and third-party channels.
- Realized \$1.3 million in unbudgeted income within one year by leading product and pricing strategies for companywide response to tax legislation.
- Increased overall profit margin of product line 8% in two years, gaining highest profitability in the company.
- Gained \$2.0 million in cost savings and boosted profit margins 9% over four years through product rationalization.

- ✓ *Product Management*
- ✓ *Strategic Marketing*
- ✓ *Product Planning*
- ✓ *Operational Planning*
- ✓ *Product Development*
- ✓ *Product Positioning*
- ✓ *Market Research*
- ✓ *Competitive Analysis*
- ✓ *Forecasting & Growth*
- ✓ *Cross-Functional Leadership*
- ✓ *Cost-Saving Strategies*
- ✓ *Marketing Communications*

PROFESSIONAL EXPERIENCE

TFS, A WALKER KEY BUSINESS, Rolling Hills, Ohio

1994 – Present

Director of Product Management and Marketing, Cross-Market Solutions (06/2012 – Present)

Direct overall strategy of the business and handle product management and marketing departments and lead two separate teams of Product Management and Marketing Professionals; create vision, direction and roadmap for books, eBooks, journals, newsletters, and digital products. Execute strategic approaches for go-to-market planning, e-Commerce and customer acquisition and retention methods. Implement marketing programs for traditional and electronic delivery.

- Maximize business goals and revenue by advancing sales channels, implementing distribution and pricing strategies, identifying key adjacent markets, and using emerging channels.
- Increase business by formulating most favorable organizational structure and motivating entire team to optimize 'best-in-class' product development and delivery.
- Ensure alignment of business plans with marketing and sales strategies by concentrating on business management, planning, and data analysis.
- Refine core product attributes; ensure positioning and sales strategies align with annual business development plans and marketing analytics.

Senior Product Manager, Books (09/2004 – 04/2012)

Administered \$40-million product portfolio of 315+ print/electronic books, journals, and newsletters including responsibility for product profit and loss (P&L). Steered growth in key market segments by conceiving comprehensive product, marketing, and operational strategies and gave thorough monthly financial analysis, quarterly forecasting, and annual revenue budgeting reports to Senior Management.

- Served as key member of cross-functional team charged with developing strategies to launch eBook and innovative digital solutions.

PROFESSIONAL EXPERIENCE (Continued)

TFS, A WALKER KEY BUSINESS

(Continued)

- Collaborated with business partners to lead overall channel strategy for product lines; set pricing, discounts, and special promotions and proposed special offers to key customers to enhance success.
- Submitted SWOT analysis to identify customer trends and translated customer needs into solutions.
- Through special product and marketing programs, gained \$2 million+ surplus of unbudgeted revenue in 2009 during a challenging economic environment.
- Saved \$600,000+ by designing and promoting new policy for complementary books and gained \$2.0 million overall in cost savings while increasing profit margins 7% over four years through product rationalization procedures.
- Reduced print runs and inventory and saved \$900,000 in annual costs by leading project to move to 'Book-on-Demand' printing and consolidating standardized book formats.

Marketing Communications Manager, Subscription Products (02 – 09/2004)

Supervised implementation of marketing communications program to support \$185-million online research product line including management of \$5.0-million annual promotions budget.

- Charged with coaching and developing team of five professionals; recommended and initiated a new, cost-effective organizational structure.

PRIOR EXPERIENCE

Marketing Manager ~ Marketing Coordinator ~ Marketing Copywriter ~ Copywriter

AWARDS

Achievement Club (Corporate Award Travel) 2005, 2011
Trendsetter (Corporate Award) 1997, 1998, 2002, 2004 (3), 2005, 2006
Cleveland Association of Direct Marketing TIME Awards, 1999 (2), 2002
Software and Information Tech Association MISMY Award, 1999
American Advertising Best of Show, Eastern Region, 1995

EDUCATION & PROFESSIONAL DEVELOPMENT

UNIVERSITY OF OHIO AT RURAL-CAMPAIGN, RURAL, Campaign, OH
Bachelor of Arts, Liberal Arts and Sciences, Major in English, Minor: Advertising

THE UNIVERSITY OF STATE GRADUATE SCHOOL OF BUSINESS, Cleveland, OH
Executive Education Strategic Marketing Management Program (Certificate)

Pragmatic Marketing Certified (PMC)