

JUSTIN WILSON

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GLOBAL DIRECTOR

PRODUCT MANAGEMENT | CORPORATE STRATEGY & PLANNING

Driving innovation in products, processes, and projects

- Product Management
- Strategic Business Planning
- Data Analytics
- e-Commerce
- Product Marketing
- Market Research/Analysis
- Lead Generation
- Segmentation Strategy
- Forecasting
- Product Lifecycle Development
- Strategic Partnerships
- Client/Contract Negotiations
- Writing/Speaking/Presenting

PROFILE

Accomplished, visionary **Senior Product Manager** with broad expertise in creating and managing on- and offshore technological solutions that consistently exceed expectations.

Creative professional with well-developed **technical skills** and **expert product management abilities** complemented by highly effective communication and consensus-building skills.

Keen **strategic business planning and assessment** leader with natural talent for building and retaining client relationships.

Ambitious **Value Champion** recognized for adaptability, patience, teamwork, and flexibility to persistently drive results.

PROFESSIONAL EXPERIENCE

Techno-Support, Savannah, GA

2007–Present

With 900 employees across the US and Canada, Techno-Support is the only provider of housing data, project leads, software for business intelligence, & other resources covering North America. Techno-Support serves product manufacturers, general contractors/subcontractors, and architects/engineers.

Advanced rapidly through series of progressively more responsible positions in 8 years, based on strong performance, high quality/thoughtful work, and motivation to exceed potential and drive results.

Senior Product Manager (2014–Present)

Manage 3 data analytics products – the company’s primary growth engine for revenue and profitability. Direct a 19-person team of onshore/offshore .NET, SQL, SAS, Solr, and UI developers, quality assurance analysts, and business analysts to deliver new SaaS solutions and execute against quarterly/annual product release schedules. Administer products through entire development lifecycle, and play primary role in ongoing sales, support, and marketing post-launch. Advance change and drive strategic marketing and sales, and create 1,3, and 5-year product roadmaps. Evaluate and prioritize product ideas based on market research/analysis, define marketing/business requirements, and build business cases to obtain sales commitments.

Key Contributions and Results:

- Increased annual sales 53% by identifying/engaging strategic partner to supplement stagnant, spreadsheet-based data product, and then designed/managed development of web platform to deliver data, and managed all aspects of new launch. Recognized \$100K+ savings through new partner development.
- Managed major product launch on time, with only 3 months lead-time.
- Successfully managed 20+ product releases.

Senior Manager, Segment Marketing (2013–14)

Promoted to newly created position. Developed business strategy and marketing plans to grow awareness and market share of specific customer segment. Managed market research, competitive analysis, product positioning, product road mapping, lead generation, promotional programs, and customer retention.

Key Contributions and Results:

- Implemented new customer touchpoint program, including onboarding, training, and customer lifecycle communications – impacted 15K customers.
- Improved customer retention 11%. Grew sales of new products for specific segments 8%.
- Launched new public relations strategy and managed activities of 3rd party PR firm. Developed new content marketing approach to drive traffic to website.

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Manager, Product and Marketing (2013)

Managed 2 of 3 products within Market Intelligence division, including custom and off-the-shelf consulting/analytics solutions that utilized intellectual capital/data assets for cost modeling, product-demand forecasting, market penetration assessments, time/motion studies, and carbon footprint and efficiency calculators. Led marketing for all division products, including planning/executing launches and promotions.

Key Contributions and Results:

- Grew sales of custom analytics 33%.
- Developed and managed go-to-market plan for major product release, resulting in 50% higher sales than previous launches.

Product Marketing Manager (2010–13)

Managed e-commerce site for multi-million dollar division of company, with 28 cost data books, 76 reference books, 4 software products, and multiple off-the-shelf analytic reports. Created marketing and go-to-market strategies for core products. Coordinated new product launches and promoted existing products.

Key Contributions and Results:

- Increased YOY sales 14%.
- Increased sales of core products 25% through slow season by focusing on more effective promotions.

Marketing Specialist (2007–10)

Served as lead US liaison for two subsidiaries of company. Managed/coordinated PR and marketing activities including press releases, market research, and trade shows.

ADDITIONAL WORK EXPERIENCE

Event Manager

2006–7

Home Depot Public Relations, Atlanta, GA

- Managed large-scale promotional events/product launches in a variety of cities; coordinated all phases including supervision of staff, celebrity appearances, and customer relations.

Business/Marketing Assistant

2004–6

The Ohio State University College of Medicine, Columbus, OH

- Assisted Director of Communications in college/medical center divisions' public relations efforts.
- Wrote print/online articles and other publications, and developed and implemented special events/programs.

EDUCATION

Master of Business Administration, Finance, Michigan State University, East Lansing, MI

2015

Bachelor of Arts in Strategic Communication, The Ohio State University, Columbus, OH

2006

TECHNOLOGY

PC | MAC | MS Visual Studio | MS Excel/Word/PowerPoint/Outlook | Qlik Sense | Adobe Photoshop/InDesign

CERTIFICATIONS | FOREIGN LANGUAGES

Pragmatic Marketing | Scrum | Harvard Management Essentials

French- basic verbal; reading/writing mid-level

"A consummate team player...a true asset...invaluable...innovative...intelligent...great work ethic..."
-Previous performance reviews