

LINKED IN PROFILE

Justin T. Wilson

HEADLINE

Global Director- Product Management | Corporate Strategy & Planning

Driving innovation in products, processes, & projects

Industry: Computer Software

SUMMARY

Marvin Gaye once melodiously proclaimed, “happiness today is just a song away” and nothing rings truer in my life. Music was first love in this world and as an avid music listener growing up I spent countless hours listening. But not simply bobbing my head to the beat - *active, engaged* listening. Underneath the wall of sounds and lyrics, I discovered layer upon layer - all constructed to tell a meaningful story.

I’ve come to realize that designing and developing superior software/data solutions requires exactly the same skills that I spent so many hours refining. It all starts with active, engaged listening – to your customers, markets, competitors, and to those leading the way in terms of innovation.

Starting my career in communications, I couldn’t have envisioned that I’d be drawn to a future in product management. Now, with more than 10 years of increasing responsibility in product management, product marketing, and marcom roles, I’ve harnessed the ability to take the insight gained through active listening, combine it with meaningful data, and piece together the layers to tell clear, concise, and compelling stories using powerful software.

I believe it’s better to say, “I don’t know” than to guess at the answers. Yet, asking the right questions almost always leads to the answers. Product management has become a passion that affords me the opportunity to ask questions to bright minds from companies of all shapes and sizes. Beyond that, it’s set me on a quest to build better, more meaningful solutions to improve the way our customers do business. When I feel I’ve created something that truly has a positive impact on the daily lives of our customers, that’s music to my ears.

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

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EXPERIENCE

Techno-Support, Simple, GA (2014–Present)

Senior Product Manager

My current position is a result of a series of fast-track promotions over the past 8 years. I currently manage 3 data analytics products – the company’s primary growth engine for revenue and profitability – and direct a 19-person team of .NET, SQL, SAS, Solr, and UI developers, quality assurance analysts, and business analysts to deliver new products and execute against quarterly/annual release schedules. I administer products through the entire development lifecycle, create and maintain 1,3, and 5-year product roadmaps, and play a primary role in ongoing sales, support, and marketing post-launch. My team effectively advances change and drives sales by thoroughly evaluating and prioritizing product ideas based on market research/analysis, and following through on ideas by defining marketing/business requirements, and building 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.

Techno-Support, Simple, GA

Senior Manager, Segment Marketing (2013–14)

I was promoted to newly created position after company restructuring. My goal was to develop business strategy and marketing plans to grow awareness and market share of a specific customer segment. During this period, I managed market research, competitive analysis, product positioning, product road mapping, lead generation, promotional programs, and customer retention – *and* successfully directed the work of a retention marketing manager, marketing specialist, email-marketing specialist, social media manager, copywriter, and two graphic designers.

Key Contributions and Results:

- Implemented new customer touch point 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.

Techno-Support, Simple, GA

Manager, Product and Marketing (2013)

I managed 2 of 3 products within our 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. Provided exceptional leadership in 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.

Techno-Support, Simple, GA

Product Marketing Manager (2010–13)

In this capacity, I successfully ran the e-commerce site for a multi-million dollar division of company, with 28 cost data books, 76 reference books, 4 software products, and multiple off-the-shelf analytic reports. I was instrumental in shaping marketing and go-to-market strategies for core products. I also organized 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.

Techno-Support, Simple, GA

Marketing Specialist (2007–10)

This was my first position with the company, and I served as lead US liaison for two subsidiaries of company. As the Specialist, I managed/coordinated PR and marketing activities including press releases, market research, and trade shows.

EDUCATION

Master of Business Administration, Finance , Michigan State University, East Lansing, MI	2015
Bachelor of Arts in Strategic Communication , University of Wisconsin, Madison, WI	2006

SKILLS (can add up to 50 – use these keywords again, plus more)

Product Management

Strategic Business Planning

Data Analytics

e-Commerce

Market Research/Analysis

Lead Generation

Segmentation Strategy

Forecasting
Product Lifecycle Development
Strategic Partnerships
Client/Contract Negotiations
Writing/Speaking/Presenting

LANGUAGES

German | Spanish

CERTIFICATIONS

Pragmatic Marketing
Scrum
Harvard Management Essentials

ADVICE FOR CONTACTING

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