

JANE THOMAS

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GLOBAL PRODUCT MANAGER

Propelling multimillion-dollar business growth and unprecedented customer loyalty through focused product strategies and business plans.

- Analyze evolving global market trends to determine clients' needs, identify lucrative business opportunities, and design strategic multi-year product roadmaps.
- Pioneer successful product rollouts to address market segment desires. Recognized for penetrating highly competitive markets and boosting product sales by as much as 70%.
- Monitor competitors' products/strategies and adapt plans to remain on the cutting edge. Partner with marketing decision makers to define persuasive, targeted product messaging.

Jane excels at giving us a completely different perspective when we're trying to bring products to the international market. Her big-picture thinking allows us to anticipate and plan for the unexpected, and ultimately gives us the knowledge to meet our goals. – Director

SCOPE OF EXPERTISE

- ✓ Product Launch
- ✓ Product Marketing
- ✓ Market Penetration
- ✓ Market & Trend Analysis
- ✓ Product Lifecycle Management
- ✓ Business Development
- ✓ Budget Management
- ✓ Requirements Gathering
- ✓ Strategic Planning
- ✓ Negotiations
- ✓ Team Leadership

CAREER HISTORY

Medico Technology Company, Anywhere, USA ▪ 2005 to Present
International medical device company.

Senior Global Product Manager (2010 to Present)

Promoted to drive business strategy, as well as to define and execute 1-year, 3-year, and 5-year global business plans. Guide global teams in managing 3 software product portfolios valued at \$8M. Prioritize initiatives for customer experience and doctor portal platforms. Maintain \$700K budget.

Scrutinize product opportunities and measure customer satisfaction/product usability via market research studies. Liaise with cross-functional stakeholders to define product requirements and ensure alignment with clients' needs. Enhance user experiences by identifying and remediating product issues.

- Piloted implementation of global customer rewards program and more efficient payment system which are forecasted to increase customer loyalty by 30% and fuel business growth by 25%. Conducted customer research, elicited feedback, determined best-fit payment solution, and structured new program. Partnered with global marketing teams to communicate changes to customers.
- Increased net promoter score (NPS) from 20% to 48% over 3-year period and directed largest CX initiative in company history. Facilitated extensive customer research to gather data on ratio of promoters to detractors.
- Improved user experience on premier treatment planning software (MediCheck) through delivery of updates on web and mobile platforms. Directed implementation of unified customer portal software (next-generation doctor portal platform for treatment management and continuing education).

CAREER HISTORY, CONT'D

Product Manager, US (2008 to 2010)

Appointed to launch new products to US market based on analysis of clients' needs and market trend. Spearheaded product design activities, developed product solutions, and formulated pricing strategies. Discovered and prioritized areas for improvement within the customer portal to ensure positive user experience.

- Realized 35% business growth by penetrating GP market with release of new orthopedic treatment software.
- Played integral role in Medico receiving 2009 Customer Excellence Award in addition to earning international recognition for exceptional customer experiences and rapid customer issue resolution.

Associate Product Manager, US (2006 to 2008)

Challenged to identify market needs and assess new opportunities. Oversaw requirements gathering and product release planning. Co-led new product lifecycle, from strategic planning to release.

- Contributed to formulating and implementing companywide go-to-market plan for new products or underserved business segments; determined how to launch, support, and increase product awareness.
- Spurred 25% increase in new revenue by launching 2 new infectious disease treatment software products.

Business Analyst (2005 to 2007)

Brought on board to gather and document product, business, and technical needs via requirements meetings. Resolved technical and business conflicts to build consensus and develop solutions. Pinpointed technical limitations and key product requirements.

Health America, Anywhere, USA ▪ 2002 to 2005

Nonprofit health plan provider.

Technical and Business Consultant

Hired to manage requirements gathering activities at client sites. Oversaw process mapping and documentation of projects. Highlighted change management requirements via gap analysis. Liaised with software vendors, IT teams, and technical development staff to ensure proper translation of business requirements.

ACADEMIC CREDENTIALS

International Product Management Program

Product Leadership USA

Master of Science in Biomedical Studies

University of the USA

Bachelor of Science in Biology and Business

University of America

AFFILIATION

American Society of Product Managers

Member (2010 to Present)