**JESSIE SMITH**

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**MARKETING PRODUCT MANAGER**

Entrepreneurial leader with 12+ years’ experience across a broad range of marketing disciplines and proven success in maximizing revenue opportunities in the U.S. and global markets. Recognized history of driving revenue through product adoption and motivating large cross-functional teams to produce high-level performance.

Marketing Communications | Digital Marketing Strategy | Market Research Data Analysis | Marketing KPIs | Financial & Business Acumen | HCP Engagement Tools | Strategic Planning | Forecasting | Budget Management | Cross-Functional Leadership | Relationship Building | People Management | Complex Problem Solving

**WORK EXPERIENCE**

**NYC Healthcare, New York City, NY • Senior Product Manager** - (12/2019) - Present

Lead product definition, launch, and long-term vision for initiatives across audiences of the marketplace, enabling the brand to reach consumers globally by developing locally relevant strategies. Entrusted by Senior Executives with leadership responsibility on high-impact, high visibility projects.

* Provide commercial input and advice for the most pressing problems facing new product introductions and product life cycle management; collaborate with cross-functional team to resolve issues
* Direct qualitative and quantitative market research to inform product direction and pricing; consistently integrate data and customer feedback into key product decisions
* Represent product at local, regional, and national meetings to communicate the value proposition of product to potential customers
* Present to the President and Senior Executives on a weekly basis on key commercial activities and initiatives

**Rochester Global Hospital, Albany, NY • Senior Product Manager** - (11/2017 - 11/2019)

Achieved sales growth objectives for product portfolio by developing sales tools, improving sales engagement of HCP, and identifying growth opportunities by market segment.

* Spearheaded the European product launch of a coagulation assay; partnered with Medical Affairs to build a commercial Advisory Board of 20 HCPs, and created the value proposition, promotional materials, publications strategy, and marketing plan for the launch
* Developed a case study on i-STAT Alinity based on precision and method comparison data from a UAE hospital
* Pointed by Senior Executives to project manage an FDA product action and lead a cross-functional project team of 12 managers across Sales, Regulatory, Quality, R&D, Supply Chain, and Manufacturing
* Worked closely with influential KOL Dr. Martin Than to deliver an exposition on high-sensitivity Troponin testing at the point of care

**Clinical Health, Philadelphia, PA • Senior Marketing Manager** - (08/2015 - 10/2017)

Supported VP of Marketing in the yearly media planning and management for all regional markets. Led cross-functional team to improve patient experience and strengthen brand consistency. Mentored top-tiered talent.

**EDUCATION AND CERTIFICATIONS**

**The Wharton School, University of Pennsylvania • Master of Business Administration (MBA) – Marketing & Management**

2012

**University Of California, Berkley, Walter A. Haas School of Business - Bachelor of Science (BS) – Business Administration | Bachelor of Arts (BA) – Molecular & Cellular Biology**

2008