

Bryan Foss

Product Development, Management and Marketing

Bryan Foss
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Profile

An Experienced Product Manager is seeking a mid-level opportunity with a growing company to help develop, launch and market exciting products and services. He is an idea generator and plan facilitator. He offers innovative ideas, competent communication, and project management while working alongside company owners, clients, investors, and cross-functional team managers to ensure successful marketing initiatives and launches. Career compensation history has averaged \$40/hour or benefits equivalent, and is negotiable depending on the scale of the position. All positions considered from small business to enterprise. Temporary contract or long-term FTE availability.

Core Competencies: Product Development, Research, Planning, Marketing, and Launch

Product Development - working with tech-developers, designers, executives and clients

- Works with stakeholders to develop strategic product plans
- Writes marketing and technical documentation (i.e. MRDs)
- Enhances meetings with innovative thinking and goal setting
- Writes RFPs for submission to potential clients, partners and investors

Product Research, Planning and Marketing - working with multiple cross-functional teams

- Researches and analyzes product's potential in the marketplace
- Writes marketing plans that reflect market context, competitive landscape, product roadmaps and consumer insights
- Plans and executes project management for internal marketing programs including company communication strategies (i.e. meetings, newsletters, intranet Web site)
- Plans and executes project management for external marketing programs including white papers, print, collateral, HTML email, Web site and digital banner advertising plans
- Plans and executes project management for event promotions including print and digital sales tools, specialty give away items, booth backdrop creative, indoor banners and other collateral materials

Product Launch Management - working with cross-team managers

- Builds partnerships across the organization ensuring cross-team goal clarity and program cooperation
- Maintains program and project schedules ensuring the teams meet all deadlines
- Manages weekly project meetings and resource planning ensuring budget is maintained
- Traffics all digital and print projects, working one on one with designers, copywriters, production artists, finance and outside vendors
- Plans Tradeshow programs including: research, bookings, scheduling, estimating, vendor negotiations and personal on-site management with ongoing 25% travel availability

B2B Clients

Microsoft, Johnson Controls, Chase Manhattan Bank, Department of Home Land Security, Reno Airport Transportation Security Association, International RAM, AMGEN, AT&T Wireless, American Airlines, Washington Red Skins, Baltimore Ravens, and Excite

Consumer Industries

PC software, e-commerce, aviation transportation, PC hardware, home security, telecommunications, pro-sports, government-managed consumer programs, environmental consumer services, healthcare, and pharmaceutical

Other Skills

Microsoft: Word, Excel, PowerPoint, Project, Publisher, Visio, and Access
Adobe: InDesign, Illustrator, Photoshop, Dreamweaver, Flash, Fireworks, and Premier Pro
Additional: FileMaker, Salesforce, Google AdWords, WebTrends, HTML programming and design, CSS layouts, Social Media, Word Press, and Search Engine Optimization

Education

BS in Business Administration and Economics, St. Mary's of California

Professional and Personal References

Please visit his LinkedIn Profile for references: www.linkedin.com/in/bryanfoss/

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Employment History

His qualified experiences illustrate company loyalty, program sustainability and product longevity. His successful outcomes are applauded by senior level managers, clients and stakeholders.

SEO/SEM Manager, HealthNews Inc.

Current

Direct report to the Chief Operations Officer

Online consumer health-related news and information

Managed website product development, search optimization and search marketing

Successful outcomes: Managed the assessment, SEO evaluation, and re-launch of a 10,000+page news and product promotion web site. Within only 3 months of employment, was personally responsible for increasing web traffic by 300% through various SEO techniques and content directing of the editorial department. Within Bing and Google, successful in consistently obtaining top 3 placement ranking for key news articles increasing exposure for the company's paid advertisers and affiliate partner sites.

Product Marketing Consultant, iQueue Priority Access

2010

Reported to the Marketing Director and VP of Sales

Consumer Security Service Product

Managed product planning and marketing

Successful outcomes: Consultant to newly formed company to assist in launching their new airport security services to multiple domestic airports. 3 airports were secured, service lanes were opened within 12 weeks and the initial membership sales were assessed as successful by industry leaders

Product Marketing Manager, FLO Corporation / Saflink Corporation

2004 - 2009

Reported to Marketing Director and VP of Marketing

Consumer and B2B Computer Software (SaaS) and Hardware Products; Microsoft Gold Certified Partner

Managed product marketing and launches

Successful outcomes: Managed 1 International Security (ISC West), 3 WPC, and 3 Tech Ed tradeshow turning out no less than 6 new partner contracts

Project Manager, Morse Inc / Reed Co

2001 - 2004

Reported to the Project Director and Owner

Consumer and Commercial Building Products

Managed project planning, estimating and scheduling

Successful outcomes: Managed the project success of 12 residential and commercial properties ranging from \$200k to \$4 million in revenue. Innovated and managed a new software tool for estimation and cost management.

Product Manager, Network Commerce/Techwave

1996 - 2001

Reported to the Product Team Director and Chief Technology Officer

Consumer and B2B Web-Based Software Products (SaaS)

Managed product development, research, planning, marketing and launches

Successful outcomes: Promoted to lead Product Manager for the core development team. Responsible for 2 successfully launched products and managed them through multiple releases.

Product Manager, Waste Management International

1988 - 1996

Reported to the Director of Operations and VP of Operations

Consumer Environmental Service Product; Recycling Program

Managed product service research, planning and launch

Successful outcomes: Assisted the company with special services within Europe, including Denmark, Germany, Italy, and the UK to increase productivity and financial profitability through innovative operational and auditing procedures. Initiatives launched in Denmark were successful, increasing the company's profit margin from -20% to +30%. Innovated, evangelized and managed a software program that supported the sales staff with accurate per-customer operational costs helping the business to sell at outstanding profit margins. 100% travel.

Professional and Personal References

Please visit my LinkedIn Profile for references: www.linkedin.com/in/bryanfoss/