



Free Resume Candidate Reference WILLSON090420-GA

Resume Title: Candidate seeking Product Management position in B to B in the Atlanta area.

#### KEYWORD SUMMARY

Product Management, Product Development, Alliance Management, Partnership Management, Product Training, Sales Support, Product Requirements, MBA

#### QUALIFICATIONS SUMMARY

Accomplished marketing professional with consistent history of achievement in the spectrum of business-to-business services marketing. Extensive experience as product manager, enhancing a product line and new product development from concept to launch plan including all logistics and interface including technology. Strong planning, analytical, product knowledge and ability to execute complex situations with tenacity and decisiveness. Recognized for leadership, applied learning, relationship skills and passion for product performance and profitability.

Areas of expertise:

- \* Product management
- \* Product development
- \* Alliance/Partnership management
- \* Business cases
- \* Product roadmaps
- \* Interface with IT

- \* Market requirements
- \* Sales support
- \* Credit file and scoring education

## PROFESSIONAL EXPERIENCE

EQUIFAX - Atlanta, GA 1981-2008

\$1.8 billion global company selling consumer information to businesses and consumers

Director, Product Management, February 1996-March 2008

Managed risk and compliance product lines, including development and execution of comprehensive marketing and launch plans, creating new product opportunities and enhancements, and translating the requirements to technology. Overall management of relationship with partners which included contract negotiation and compliance with contracts.

\* Managed the products and relationships with multiple third parties whose products were offered by Equifax, including Fair Isaac, which developed the credit score. Centralized the focus on the company and became the key contact and subject expert on Fair Isaac risk score product line at Equifax. Was key in building the relationship resulting in new and enhanced products.

\* Coordinated a project with Fair Isaac, involving technology, marketing, legal and communications, which generated \$10 million in revenue the first year. This became a new business unit selling to consumers and was revolutionary in offering scores and credit files to consumers and consumer education.

\* Performed all marketing functions for the Fair Isaac product line, one of the top five products in revenue and the top third party relationship, including product management, product development, product marketing (sales materials) and sales training and support.

\* Organized special pricing and exception pricing with third parties, for their products sold at the company, resulting in average annual savings of 3% of product revenue.

\* Re-launched a third party scoring model developed by LexisNexis by creating sales material, conducting sales training and participating in sales calls, increasing revenue by 15% in a year.

\* Took on additional responsibility for compliance product line to expand watch list product to other sales channels. Created sales materials, conducted sales training, and identified opportunities for business expansion internationally.

\* Migrated 89% of customers from older product versions, saving \$150,000 annually in software support. This was the first time a migration like this was conducted and involved tens of thousands of customers.

## EQUIFAX

Product Development and Product Management positions, April 1988- January 1996

Product management responsibilities included marketing analysis, key customer market research, revenue tracking, competitive intelligence, industry trends, and sales and customer newsletter editor. New product development for credit marketing industry involved developing marketing and launch plans, interfacing with technology, creating customer and sales guides, and sales training.

\* Developed and launched five new products to offer the credit marketing industry for account management and new account solicitations.

- \* Editor of two newsletters, one internal communication vehicle for sales and marketing and the other an external customer newsletter. First newsletters for this business unit.
- \* Conducted first customer survey for the credit marketing division, which lead to new products.
- \* Standardized product development procedures in the credit marketing division.

#### EQUIFAX

Account Executive/Project Manager, July 1985- March 1988

Managed projects that delivered targeted consumer names to the direct mail industry.

- \* Managed projects representing 75% of the department's revenue.
- \* Responsible for entire project from obtaining specifications from sales and customer, communicating it to technology and conducting quality control audits prior to shipping.
- \* Developed procedures and simplified forms for submitting projects.

#### EQUIFAX

Marketing Manager, January 1981- June 1985

Held various marketing positions servicing the following industries: banking, retail, collections, medical billing, and consumer credit marketing.

Responsibilities included marketing analysis, key customer market research, competitive intelligence, and industry trends.

#### EDUCATION

M.B.A., Marketing, GEORGIA STATE UNIVERSITY, Atlanta, GA

B.A., Business, MICHIGAN STATE UNIVERSITY, East Lansing, MI

#### COMPUTER SKILLS

Microsoft Word, Excel, PowerPoint, MS Project, Lotus Notes

#### PROFESSIONAL AFFILIATIONS

- \* Member of Technology Association of Georgia
- \* Member of Alpha Xi Delta Alumnae Association, Atlanta Chapter, Treasurer

**[Find More Free Resumes](#)**

**[www.Careers-Not-Jobs.com](http://www.Careers-Not-Jobs.com)**

**www.Careers-Not-Jobs.com**