

AMY BROWN

📍 1111 RPW Street, Torrance, California 90503 📞 123.456.7890 ✉️ rpwresumesample@email.com

Areas of Focus: **PRODUCT MANAGEMENT**

*Requirements Evaluation | Business Communication | Development Future Planning | Competitive Analysis
Personnel Development | Partner Management | Strategic Planning and Implementation
Sales Enablement and Channel Marketing | Project Requirement Definition*

QUALIFICATIONS PROFILE

Highly organized, dedicated, and solutions-oriented professional, with extensive experience in product management and customer relationship administration, with outstanding IT product knowledge.

Armed with expertise in working with customers to understand requirements, improve processes, and discuss solutions. Equipped with a proven track record of success in achieving and surpassing targeted goals as well as in establishing professional relationships with a diverse customer base. Technically proficient with Service Management, new technology introduction, automation, service desk, cloud, SaaS, and hybrid.

PROFESSIONAL EXPERIENCE

ABC, CITY, STATE

IBM Product Manager | Offering Manager for IBM Control Desk, 2023–Present

- Leverage expertise in creating and delivering key marketing and sales components, which include white papers, educational presentations, and marketing messages
- Serve as contact for several industry analysts, including Gartner (drove MQ responses), Forrester, IDC, EMA, InfoTech (vendor landscape), and others
- Carry out systematic presentation of updates and discussion of strategies, such as cognitive computing, configuration management in a virtual environment, and asset management in an ITIL environment
- Conduct accurate presentations during customer conferences (Interconnect), ITsmf, Tivoli user groups, and one-on-one discussions with customers

Career Highlights:

- ✓ Ensured consistent interaction with customers and business partners while ensuring understanding of the industry's direction, resulting in a concise set of requirements driven into various different development and release plans
- ✓ Spearheaded the implementation of customer advisory councils as well as establishment of an Accelerated Deployment Program for business partners and customers, ensuring a strong set of reference customers for announcement and future sales
- ✓ Worked in partnership with the Development Team in providing new simplified solution messaging as well as new sales and customer collateral and demos to appropriate customers and sales organizations
- ✓ Successfully led the product from the first delivery through several additional releases
- ✓ Collaborated with the IBM business processes and executive management on the introduction of IBM's SaaS-based control desk to ensure the readiness and understanding of fulfillment systems and product enablement processes

Tivoli Product Manager for Tivoli Change Configuration Management Database (CCMDB), 2017–2022

- Coordinated with the Development Team in obtaining commitment on critical requirements
- Assigned the CCMDB as the process and knowledge base for Tivoli's IT Service Management Solution
- Formulated and established critical value-based marketing messages for the usage of sales, business partners, and customers
- Established and sustained excellent relationship with customers and consistently coordinated with them in reviewing development plans, requirement refinement, and general positioning of CCMDB within the market place

AMY BROWN

📍 1111 RPW Street, Torrance, California 90503 📞 123.456.7890 ✉️ rpwresumesample@email.com

- Provided effective solutions to various customers' critical situations by drawing on strengths of developers and sales representatives
- Facilitated discussions with customers through Customer Advisory Councils, business shows, and one-on-one calls

Career Highlights:

- ✓ Directed the product management of the original introduction through four diverse releases of Tivoli's CCMDB, enabling new enhancements; marketing and sales collateral; as well as customer and internal education for the database
- ✓ Formed and sustained relationship with each analyst, resulting in a positive positioning of CCMDB
- ✓ Functioned as analyst interface, collaborating with Gartner, Forester, EMA, and other organizations to establish a business partner community that made a large part of the CCMDB and adjacent products revenues

jStart Marketing Manager, 1999–2016

- Worked as an integral part of the IBM's Software CTO Office and a member of the jStart program, responsible for leading the adoption of new technologies into IBM products by customers

Career Highlights:

- ✓ Partnered with sales, services, and customers in demonstrating how to use Java in efficiently resolving critical customer problems, thus resulting in customer referrals, including JB Hunt, Couch Braunsdorf Insurance, Conway Trucking, DSIA, Hartford Insurance, Kodak and many more that were used widely to spread the IBM
- ✓ Earned "Why Wouldn't We" acknowledgment for demonstrating exceptional leadership

EARLIER CAREER

DEF, CITY, STATE

SystemView–NetView Performance Monitor (NPM)

Program Support Representative

VM Development Manager

EDUCATION AND CREDENTIALS

Associate of Applied Science in Computer Science

ABC COMMUNITY COLLEGE, CITY, STATE

ITIL Certified

Ongoing classes of at least 40 hours per year

AWARD

Management Leadership