






# EMILY JOHNSON

## GROUP PRODUCT MANAGER

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### STRENGTHS

-  **Leadership and Mentorship**  
Guided a team of product managers, fostering a collaborative atmosphere where each member felt valued and inspired.
-  **Strategic Negotiation Skills**  
Successfully negotiated with various suppliers, securing advantageous deals that supported better profit margins.
-  **Market Research Expertise**  
Conducts comprehensive market studies, translating data into actionable strategies driving new product launches and updates.
-  **Cross-Functional Collaboration**  
Collaboration with manufacturing, engineering, and financial teams resulted in flawlessly executed product launches.
-  **Adaptability in Fast-Paced Environments**  
Handles multiple projects under tight deadlines, remaining focused and detail-oriented amidst frequent shifts in priorities.

### SKILLS

Product Management

Market Research Team Leadership

Vendor Negotiation

Strategic Planning

Inventory Management

Sales Strategy Financial Acumen

Brand Management

Customer Engagement

### SUMMARY

Dynamic Group Product Manager with 8 years of product management experience. Collaborate within teams to create innovative marketing strategies and manage resources efficiently. Strong negotiation skills lead to mutually beneficial vendor partnerships, ultimately reducing costs and enhancing product value. Successful leadership fosters a culture of collaboration, pushing teams toward exceeding expectations. Market analysis informs product development decisions, ensuring offerings align with trends. Committed to leveraging insights that drive profitability and customer satisfaction, eager to contribute to organizational success by optimizing product performance and implementing strategic changes.

### EXPERIENCE

#### Group Product Manager

Innovative Health Products  June 2021 - Present  Naperville, IL

Lead diverse product management teams overseeing product lifecycle from conception through launch. Establish effective marketing initiatives that promote health products across multiple channels. Negotiate favorable pricing and terms with suppliers for optimal cost control. Conduct market research that encourages innovative product enhancements aligning with consumer needs.

- Managed product teams delivering efficient project execution on health-related products.
- Negotiated prices with vendors enhancing the profitability of existing lines.
- Led cross-functional collaboration to streamline training for sales forces, enhancing informed promotions.
- Analyzed best-selling items, directing budget allocation towards high-demand innovations.

#### Product Manager

TechGear Solutions  March 2018 - May 2021  Chicago, IL

Oversaw comprehensive product lifecycles for tech accessory lines, from ideation phases through market introduction. Formulated strategically aligned marketing campaigns resulting in increased brand visibility and robust sales growth. Engaged proactively in negotiations which materially improved product feature sets while minimizing expenses.

- Planned project timelines aligning product development cycles with seasonal sales forecasts.
- Streamlined vendor relations, boosting product portfolio value without altering budgets.
- Provided actionable insights through regular competitive analyses, maintaining market position.
- Mentored junior team members on product specifics and marketplace dynamics.

#### Associate Product Manager

Health Innovations Co.  January 2016 - February 2018  Peoria, IL

Assisted senior management in coordinating successful product launches for various health solutions. Drove thoughtful market research efforts that guided product revisions necessary for user satisfaction. Supported implementation of marketing strategies that significantly boosted awareness of novel health technologies.

- Collaborated closely with engineering and marketing teams for coherence and timing during project rollouts.
- Implemented feedback loops involving customers that directly influenced product iterations.
- Facilitated workshops aiding product courses which bolstered sales reps' understanding greatly.
- Executed routine reviews assessing product effectiveness leading to significant adjustments.

### LEADERSHIP & AWARDS

- Product Manager of the Year for Innovative Solutions at TechGear Solutions in 2020.

Data Analysis Trend Forecasting

Product Development

Cross-Functional Teamwork

Continuous Improvement

Stakeholder Communication

## LANGUAGES

English Native

Spanish Intermediate

## MY CAREER



● Group Product Manager at Innovative Health Products (4.9 Years)

● Product Manager at TechGear Solutions (3.2 Years)

● Associate Product Manager at Health Innovations Co. (2.1 Years)

- Received Leadership Excellence Award for mentorship within Innovative Health Products in 2022.

## EDUCATION

### Bachelor's Degree in Business Administration

University of Illinois 🎓 GPA: 3.8 📅 2015 📍 Champaign, IL

**Coursework:** *Marketing Strategies, Financial Analysis, Consumer Behavior, Product Development*

## CERTIFICATIONS

- Certified Product Manager (CPM) 📅 2022
- Project Management Professional (PMP) 📅 2021

## TECHNICAL SKILLS

- **Market Research Techniques:** Surveys, Focus Groups, Customer Interviews
- **Analytical Tools:** Google Analytics, Tableau, Excel
- **Project Management Methodologies:** Agile, Waterfall, Lean
- **Design Software:** Adobe Suite, Microsoft Visio, Sketch
- **CRM Systems:** Salesforce, HubSpot, Zoho CRM
- **Communication Tools:** Slack, Zoom, Microsoft Teams
- **Statistical Analysis Tools:** SPSS, R, Python
- **Prototyping Software:** InVision, Figma, Balsamiq
- **Collaboration Platforms:** Trello, Asana, JIRA
- **E-commerce Platforms:** Shopify, WooCommerce, Magento

## PROFESSIONAL AFFILIATIONS

- Member of the Product Management Association, actively engaging in contemporary discussions and workshops.
- Volunteer with local business incubator mentors aspiring entrepreneurs on product strategy.

## ADDITIONAL INFORMATION

**Work Status** : Authorized to work in United States. No sponsorship required.

## REFERENCES

AVAILABLE ON REQUEST