

# Michael Johnson

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## SUMMARY

Dynamic Senior Product Manager with six years in product marketing within automotive. Expertly identify growth opportunities and craft strategies that drive market success. Proven ability to lead cross-functional teams, ensuring alignment of efforts towards common objectives. Detail-oriented in analyzing market conditions and customer needs to base decisions on sound data. Exemplary communication skills facilitate collaboration across diverse teams, enhancing innovation. Passionate about creating competitive advantages whilst maintaining a focus on profitability and market penetration.

## EXPERIENCE

### Senior Product Manager

June 2021 - Present

Innovative Tech Solutions

Peoria, IL

Lead initiatives for go-to-market strategy development across diverse product lines, boosting market impact successfully. Collaborate extensively with sales and planning teams, ensuring synchronized product launch timelines and execution aligned with corporate goals. Conduct thorough market analyses to inform strategy, increasing revenue potential while maintaining profitability margins.

- Direct new product launch endeavors, increasing overall market penetration significantly.
- Collaborate closely with stakeholders to ensure project coherence with overarching business strategies.
- Analyze sales trends and adjust pricing models proactively to reflect market dynamics effectively.
- Guide team workshops to enhance understanding of product positioning and competitive advantage.

### Product Marketing Manager

March 2019 - May 2021

Auto Dynamics Corp.

Naperville, IL

Drove marketing initiatives as part of a strategic framework to optimize product outreach and sales. Coordinated multi-departmental launches of new automotive products with a firm grasp of alignment and goals by deploying strong leadership skills focused on unity and targets achieved.

- Implemented innovative traction strategies that propelled an impressive rise in product sales.
- Coordinated team synergy to ensure timely product rollouts, aligning internal resources accordingly.
- Structured engaging presentations and interdepartmental communications that convey product benefits passionately.
- Created actionable plans from comprehensive market insights that informed decision-making processes.

### Marketing Associate

July 2016 - February 2019

Tech Innovations LLC

Champaign, IL

Supported the team in executing marketing campaigns which directly influenced product success and customer acquisition rates. Engaged heavily in research, applying findings into actionable marketing strategies that drove team outcomes forward competently.

- Assisted cross-functional team members in developing targeted marketing tactics for product introductions.
- Engaged in direct marketing activities resulting in solid enhancements in customer relationships.
- Research-driven advocacy ensured product solutions resonate well with audience demands and preferences.
- Actively prompted critical discussions with upper management on determining product improvement opportunities.

## LEADERSHIP & AWARDS

- Achieved recognition as Top Performer due to innovative product launches at Innovative Tech Solutions.
- Awarded 'Rising Star' by Auto Dynamics Corp. for outstanding stakeholder engagement and product strategies.

## EDUCATION

### Bachelor's Degree in Business Administration



2016

University of Illinois Urbana-Champaign GPA: 3.7

Urbana-Champaign, IL

*Coursework: Marketing Principles, Financial Accounting, Business Strategy, Consumer Behavior*

## CERTIFICATIONS

- Certified Product Manager (CPM)  2020
- Digital Marketing Certificate  2021

## TECHNICAL SKILLS

- **Market Research Tools:** Statista, Nielsen, Qualtrics
- **Project Management Tools:** Trello, Asana, JIRA

- **Data Analysis Tools:** Excel, SPSS, Tableau
- **Communication Tools:** Slack, Zoom, Microsoft Teams
- **Presentation Tools:** PowerPoint, Keynote, Google Slides
- **CRM Software:** Salesforce, HubSpot, Zoho CRM
- **Email Marketing Tools:** Mailchimp, Constant Contact, SendinBlue
- **SEO Tools:** Google Analytics, SEMrush, Moz
- **Document Collaboration Tools:** Google Docs, Microsoft Word, Confluence
- **Design Software:** Canva, Adobe Creative Suite, Visme

**SKILLS**

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- Product Marketing
- Cross-Functional Team Leadership
- Competitive Intelligence
- Pricing Strategies
- Go-to-Market Strategy
- Strategic Planning
- Sales Enablement
- Campaign Execution
- Market Analysis
- Microsoft Excel & PowerPoint
- Brand Development
- Cross-Department Coordination
- Financial Modeling
- Data Analytics
- Customer Engagement

**PROFESSIONAL AFFILIATIONS**

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- Member of the Product Management Association, sharing knowledge and best practices.
- Active participant in local automotive industry forums, exchanging insights with peers.

**LANGUAGES**

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- English (Native)
- Spanish (Intermediate)

**ADDITIONAL INFORMATION**

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

**REFERENCES**

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AVAILABLE ON REQUEST