

CUSTOMER REFERENCE PROGRAM MANAGER

Summary

Senior customer reference program manager focused on cultivating client relationships for the purpose of strengthening their engagement in order to develop advocates for the company and solutions, consequently boosting sales and brand awareness.

Self-managed, quick learner that adapts well in a challenging environment and keeps projects on track. Strong contributor in a team environment, with a demonstrated ability to interact with IT professionals and C-level executives.

Highlights

- Customer engagement
- Stakeholder relations
- B2B customer programs
- High tech industry focus
- Problem solving
- Skilled negotiator
- Event planning & execution
- Detail oriented, results driven
- Effective communicator
- Leadership

Experience

Customer Reference Program Manager Nov 2010 to Current

Company Name 1/4 City , State

- Manage global customer reference program for Manufacturing, Public Sector and Healthcare industries
- Secure and prepare approximately 400 reference participants each year for sales needs, public relations opportunities, analyst/media interviews, and speaking engagements
- Recruit/onboard customers to scale reference pipeline to support initiatives for corporate marketing, global campaigns, field marketing, industry strategy teams, product management, customer programs, public relations, analyst relations, and sales
- Directly impact approximately \$55M in sales annually
- Effectively train sales teams on the identification of customer references and how to leverage advocates and their collateral to shorten the sales cycle
- Partner with internal teams to develop compelling and strategic reference assets: customer profiles, customer slides, customer videos, webcasts, and podcasts

Director, Public Relations Mar 2007 to May 2009

Company Name 1/4 City , State

- Managed the communication of marketing messages to defined target audiences for multiple high tech clients
- Wrote and distributed press releases and case studies; promoted news stories through print, online and broadcast media
- Developed lead generation programs with trade associations and industry publications through newsletter sponsorships, trade show promotions and webcasts

Account Representative Sep 2005 to Mar 2007

Company Name 1/4 City , State

- Promoted, marketed and sold custom imprinted marketing solutions.
- Assisted clients with developing marketing programs and campaigns.
- Generated \$75k in new client sales in the first nine months.

Sr. Manager, Sales Intelligence Jan 2004 to Jan 2005

Company Name 1/4 City , State

- Gathered and disseminated competitive intelligence. Analyzed win/loss data and formulated strategic counter-actions for sales teams.
- Provided sales analysis and support tools to worldwide channel partners, improving sales performance and increasing revenues.
- Established and managed an in-house reference management system serving global sales teams.
- Secured customer contacts for public relations, field marketing projects and sales. Delivered reference program metrics to management.
- Managed the production of responses to sales RFIs and coordinated corporate site visits.

Manager, Corporate Communications Jan 1999 to Jan 2004

Company Name 1/4 City , State

- Increased corporate visibility and improved corporate/product branding through public relations and advertising.
- Expanded press relations, increasing the company's editorial placements by 150%.
- Managed \$1M annual budget for media buys, including broadcast, print and digital.
- Supervised analyst relations including research inquiries and corporate presentations.
- Coordinated press release pipeline, editing and distribution to wire and trade publications.
- Directed the strategic planning and re-design of corporate web site and customer portal.

Education

Bachelor of Science , Hotel Administration Whittemore School of Business, University of New Hampshire 1/4 City , State

Related Volunteer Work

Board Member, Marshwood Education Foundation 2009-2014

- Chair, Public Relations Committee 2011-2014

Technical Skills

- Microsoft Office: Word, Excel, PowerPoint
- Database Management: Boulder Logic, Salesforce.com
- Industry Tools and Reporting: Cognos, TechValidate