

# CANDIDATE NAME, MBA RESUME

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*Drives double-digit improvement in speed to market and boosts operational productivity by implementing Agile techniques.*

## Product Development & Commercialization ♦ Marketing Strategy Design ♦ Medical Device Regulations (MDR)

Builds streamlined product development/commercialization strategies by proactively consulting stakeholders and SMEs; devises realistic project plans with internal leaders. Directs customer-focused product development by continually identifying emerging market trends and customer needs/demands; conducts surveys and focus groups. Conceives lucrative product lines.

### PROFESSIONAL EXPERIENCE

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#### Product Manager, Company 1.

09/18 – Present

Spearhead end-to-end development and commercialization of a cutting-edge, non-invasive pain treatment device by directing a 3-member cross-functional team; manage a 3<sup>rd</sup>-party engineering firm. Define product requirements with the engineering team; draft the marketing requirements document (MRD). Design the marketing strategy with the VP of Marketing. Define timeline for product approval with the regulatory compliance team. Build the product development team with the CEO. Train new hires.

#### Improves Speed to Market

- Shortened estimated timeframe for product development and approval by 33% (9 → 6 months) by prioritizing features and limiting design creep; proposed a minimum viable product; added nonessential features to the backlog for future versions.
- Expedited operations, including document review and approval, by introducing Agile methodologies (Scrum). Designed realistic project plans and identified the critical path by consulting stakeholders/SMEs; built Gantt charts; conducted 2-week sprints.
- Improved team performance and sped up product development by aggressively tracking staff tasks and project status using Kanban Boards; pinpointed workflow inefficiencies by organizing bi-weekly retrospective meetings and daily stand-up meetings.
- Accelerated product approval from the FDA by adopting a 510(k) submission pathway; ensured compliance with FDA standards by co-developing the regulatory strategy; oversaw human factors testing; established product coding.

#### Drives Customer-Focused Product Development & Commercialization

- Conceived of 3 design features and a revenue stream (replacement parts) by studying customer demands and market trends; discovered customer pain points through routine surveys, user interviews, competitive analyses, and focus group discussions.
- Developed the product vision and commercialization (manufacturing, sales, pricing, and distribution) strategy; refined the strategy by consulting distributors and manufacturing contractors; networked with distributors at trade shows and conventions.
- Positioned product to penetrate the Asian, Middle Eastern, European, Canadian, and South American markets by negotiating with international distributors. Helped align product with emerging medical device regulations (MDR) in the EU.
- Slashed developmental costs by negotiating lower charges with suppliers such as Digi-Key, Melexis, NPR, and Texas Instruments.
- Recommended a cost-effective device to enter the medical aesthetic market, diversify product portfolio, and grow revenue.

#### Previous Experience: Finance Intern at Company 2

07/17 – 08/18

### ADDITIONAL INFORMATION

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- **Key Skills:** Novel Medical Device Development, Plans & Coordinates Marketing Programs, Proactively Tracks Latest Technologies, Competitive Landscape Analysis, Product Value Communication, Develops Global Product Positioning, Builds Stakeholder Relationships, Creates Regulatory Strategy
- **Technical Expertise:** Digital Marketing Tools (Mail Chimp & Constant Contact), Project/Staff Management Tools (Smartsheet, Basecamp, Kanban Tool, Trello, & Monday.com), Qualtrics, Salesforce.com.
- **Volunteer Experience:** Directed University's annual MSA West Conference hosting 1,500 attendees; planned event layout and guest accommodations; onboarded and led an 8-member committee; liaised with UCR representatives; managed \$60K budget.

### EDUCATION

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Bachelors of Arts (BA) in Accounting & Economics, University 1

2018