

MICHAEL A. MANCUSO

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TECHNOLOGY PRODUCT AND MARKETING STRATEGIST

Customer-facing strategist with proven ability to develop concepts and grow business in a fast-paced, complex environment.

10+ years of experience marketing technology products and services. Equally adept at planning and execution, effectively managing multiple projects at various stages of the development funnel. Known as someone who can always be depended on - never misses a deadline and consistently delivers projects with measurable success.

Product marketing experience includes demo and presentation design, campaign development, executive level relationship building. Proven track record building consensus and collaborating with cross-functional stakeholders, ranging from executive leadership to front-line associates, leading to a shared-sense of ownership for technology projects.

Disciplined practitioner of data analytics, history of successfully using data to collaborate with team, determine project prioritization, and develop roadmaps. Conveys complex information clearly, regularly engaging appropriate teammates to iterate and improve performance of sales operations. Upbeat personality, hands-on collaboration style and calm demeanor bring out the best in employees and co-workers, even in high-pressure situations.

Areas of expertise include:

- Agile Methodology
 - Enterprise Architecture
 - Staffing and Team Leadership
 - Sales & Marketing Collaboration
 - Budgeting / P&L Responsibility
 - Adobe Creative Suite
 - Data Analytics
 - Six-Sigma / LEAN Certification
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PROFESSIONAL EXPERIENCE

OWENS & MINOR

2013–2016

Technology Strategist and Architect

Recruited to create and manage web technologies for FORTUNE 500 leader in healthcare logistics. Identified organizational needs and created strategic plans, leading to multiple, successive promotions.

- Designed and managed the development of a platform to streamline the hospital supply-chain assessments process, resulting in \$1.1 million annual savings and 95% reduction in assessment time. Created roadmap based on user engagement and needs assessments, leading to the automation of post-assessment reports and presentations and resulting in a 30x improvement in proposal response times.
- Promoted to a new role within Owens & Minor University and tasked with designing a new customer-facing learning platform. Created user personas, wireframes, supporting collateral, and marketing campaigns that grew website and learning management system from concept to a resource used by 46,000+ users across 350+ hospitals, generating \$4.6-million in net revenue in the first year.
- Promoted to Sr. Software Architect, Customer Applications and tasked with defining strategic roadmaps for customer-facing enterprising applications. Managed technology line of business integration plans for mergers and acquisitions.
- Promoted to work in Office of Program Management, a new business unit tasked representing the CEO's strategic initiatives to members of the Executive Leadership Team. Designed all templates and deployed web based project management platform to manage and track projects.
- Introduced project management web app and methodology to O&M's Center for Excellence. Within 60 days I was asked to expand the deployment to the services division, where it was used to manage projects at 190 hospitals, saving \$190 thousand per year in licensing costs and improving productivity by saving 30 minutes per teammate per day.

EVNTURE

2012 to 2013

Technology and Marketing Strategist

Launched a creative agency focused on helping new and emerging companies create strategic plans to increase revenue through digital marketing and utilize cloud-based apps to scale with limited resources available.

- Improved enrollment by 8% in 30 days through the creation and execution of a strategic plan and the development of a new brand, website, and marketing collateral for Amy Bradley School.
- Designed and developed an e-commerce platform for an online apparel company, Aloha Y'all, that achieved profitability in 45 days with a conversion rate of 3.79%.
- Created PlantationBuilding.co and moved all core technologies to the cloud. Increased uptime from 93% to 100% and decreased support incidents by 87% by rightsizing their IT infrastructure and streamlining common processes.

VISIONWARE

2011 to 2012

Vice President of Marketing

Recruited to create the marketing strategy for a multi-national Master Data Management leader. Supervised a team managed a \$700-thousand budget.

- Created sales presentation and designed software demo for prospective customers.
- Produced first measurable view of marketing operations by defining processes, establishing KPIs, and streamlining operations by implementing project management software.
- Developed and executed content strategy, leading to the creation of a website and micro-sites with original messaging and collateral targeting prospective customers in the US and UK.
- Created \$450-thousand in new business and added \$1.2-million in qualified sales opportunities by managing the company's relationship with Microsoft and securing new partnerships with Deloitte and InfoSys.

TECHNICAL SKILLS SUMMARY

Marketing and Analytics

Google Analytics, Constant Contact, HubSpot, Salesforce (Pardot), Tableau, MailChimp, MadMimi,

Creative Software

Photoshop, Dreamweaver, Illustrator, InDesign, WordPress, Joomla, Drupal, OmniGraffle, Sketch, Balsamiq, Invision

Productivity Software

Microsoft Office (Word, Excel, PowerPoint, Visio), Microsoft Project, TeamWork, Basecamp, TeamGantt, DaPulse

Infrastructure Software

OS X, Linux (FC / DEB), Unix (Solaris / BSD), Windows Server 2003, 2008, 2012, 2012 R2, 2016

CERTIFICATIONS

GOOGLE

Analytics IQ, AdWords

HUBSPOT

Inbound Marketing

MSI

Lean Six Sigma Black Belt

Scrum.org

Certified Scrum Master, Product Owner

Microsoft

MCSE, MCSA, MCP

CompTIA

A+, Network+, RFID+