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## **EXPERIENCE**

### **Product Manager – Education Division**

**January 2017 – Present**

*Remote-Learner*

Denver, CO

- Establish and implement new pricing and pricing models.
- Provide senior executives with requested company positioning recommendations.
- Identify new corporate partnership opportunities and negotiated their terms.
- Manage the ongoing market and industry analysis for seven products.
- Establish and execute multiple product development roadmaps.

### **Chief Operating Officer and Co-Founder**

**January 2013 – September 2016**

*Medallion Learning*

Denver, CO

- Conceptualized, developed, and implemented all aspects of an online learning start up.
- Managed the daily operations of a cross-functional staff of eight.
- Negotiated contracts with customers, content partners, authors, contractors, and resellers.
- Conceptualized and oversaw the development of a web-based application for online learning.
- Managed an annual budget of more than \$1M.

### **Early Literacy Product Line Manager**

**May 2011 – December 2012**

*Voyager Sopris Learning*

Longmont, CO

- Managed the ongoing market and industry analysis for six products.
- Provided senior executives with new product development recommendations.
- Established and implemented product positioning and go-to-market strategy.
- Analyzed sales to inform future business development and national/regional campaigns.
- Worked closely with authors to improve product quality and performance.

### **Manager of Marketing and Key Account Sales**

**January 2009 – August 2009**

*Sopris West Educational Services*

Longmont, CO

- Conceptualized, developed, and managed marketing campaigns across numerous channels.
- Coordinated efforts of national sales representatives to secure district and building level sales.
- Authored and edited marketing copy for direct mail, web, and email campaigns.
- Scripted author presentations and presented at national conferences and via webinar.
- Managed an annual budget of more than \$600,000.

### **Production and Marketing Coordinator**

**July 2006 – December 2008**

*Sopris West Educational Services*

Longmont, CO

- Managed production schedules for all new book titles in development and reprints.
- Coordinated with authors, editors, and designers to develop programs as a project manager.
- Developed web-based marketing campaigns to raise awareness for specific programs.
- Served as a content expert for current and prospective customers.
- Represented the company at conferences and events.

## **SERVICE**

### **Board Member**

**February 2017 - Present**

*Stapleton United Neighbors (Registered Neighborhood Organization)*

Denver, CO

- Sustainability Committee Member
- Education Committee Member

### **Representative**

**August 2017 - Present**

*Quebec Street Multimodal Improvement Project*

Denver, CO

## **EDUCATION**

### **Masters of Business Administration**

**May, 2011**

*University of Colorado at Boulder – Leeds Schools of Business*

Boulder, CO

- Coursework Focus: Entrepreneurship, Marketing
- Business Plan Competition Finalist

### **Bachelor of Science, Business Administration**

**May, 2006**

*University of Colorado at Boulder – Leeds Schools of Business*

Boulder, CO

- Coursework Focus: Operational Management and Marketing
- Semester at Sea Program, Spring 2005: Documentary Film Writer and Narrator