

Thomas Keller

tkeller62@gmail.com • www.linkedin.com/in/thomas-keller-b788584/ • Baltimore, MD • 443-301-8148

Product Director

Strategic, results-oriented professional with 15 years of experience developing and delivering product excellence. Strong history managing the full software development lifecycle in an Agile environment and building teams of top-notch technical professionals. Excellent communicator with a proficiency in managing and coordinating across diverse teams, engaging with clients, and negotiating with vendors.

- Software Development Lifecycle
- Marketing Innovation
- Product Strategy
- Marketing Automation
- Product Roadmaps
- Client Engagement
- Product Management
- Revenue Generation
- Agile / Scrum / Kanban
- Team Leadership
- Process Improvement
- Customer Centric

Career Experience

14 West, Baltimore, MD

Product Director

1/2017 to 2/2020

Oversaw engineering and delivery for multiple products and global applications supporting 40+ affiliated businesses, including responsibility for complete roadmap for product suite and administration of \$2M+ budget. Directed product vision and strategy for product stack including marketing workflow, ecommerce, and messaging applications. Assembled, developed and managed teams of application developers including 9 direct reports, 16 indirect reports, and 15 offshore resources. Established and monitored Objectives and Key Results for product teams. Negotiated contracts with external vendors.

- Held responsibility for marketing applications comprising 75% of annual revenue.
- Achieved positive Net Promoter Scores from affiliate feedback on a consistent basis.
- Streamlined workflow through a series of operational improvement initiatives for product teams.

Product Manager

5/2013 to 1/2017

Managed entire software development lifecycle of proprietary marketing workflow application, including requirements gathering, creation of user stories, design approval, and product delivery. Charted the course for product vision and strategy, fostering relationships with clients to ensure that strategy aligned with needs and requirements. Delivered product features and improvements through rapid iterations, holding daily, weekly, monthly, and quarterly ceremonies with development and product teams. Documented product and release information for both internal and external use.

- Managed application serving 30+ clients and serving as a primary revenue stream for company.
- Created and implemented a set of strategies for product management and operational efficiency.

...continued...

Thomas Keller

Page | 2

Stansberry & Associates, Baltimore, MD

Product Manager

5/2008 to 5/2013

Played key role in the development of a marketing application tool for startup, growing from one client to fifteen within 1 year. Managed the full product lifecycle including analysis of client needs, gathering of requirements, collaboration with development team, and the delivery of client features. Facilitated transition after acquisition by 14 West.

- Produced several innovative product features that opened up additional revenue streams, including a Telesales tool for contacting leads.
- Evangelized use of new tool among several organizations, overcoming objections and gaining acceptance.

Cox Autotrader, Norfolk, VA

Online Marketing and Reporting Analyst

7/2005 to 4/2008

Produced online marketing strategies and paid search campaigns, using Google, Yahoo, Microsoft, and social media. Employed press material, blog networks, various web reporting systems, and optimized content and attributes to improve visitor quality, conversion rates, search rankings, and inbound linking to main website. Collaborated across departments to create content optimized for search engines. Billed and audited paid search invoices totaling \$400K monthly. Delivered weekly, monthly, and yearly reports to senior management to communicate progress and results of online marketing efforts.

- Authored custom Excel reporting workbooks for use by sales force.
- Maintained consistent pay-per-click and organic listing placement for high-value keywords.
- Innovated proprietary reporting tools using data from multiple 3rd party analytics tools.

Technical Skills

JIRA, Confluence, Balsamiq, Google Ad Words Certification, InVision, Lucidchart, Roadmunk, Service Desk, New Relic, Site 24/7

Education

Bachelor of Science in Business Administration, Marketing Concentration

Towson University, Towson, Maryland