

DARRIN JOHNSON

Bonney Lake, WA | 206.792.9001 | darrin@marketmotivated.com | www.linkedin.com/in/darrinmjohnson

CAREER SUMMARY

- Senior Product Manager with 13+ years of multifaceted experience in cross-functional team development, and a track record of utilizing data to create innovative products with a focus on streamlining processes to increase profits
- Led a team of 15 UX and front-end developers to design and implement "Retail Space Explorer," a data-driven retail intelligence SaaS application to aid retail managers in identifying profitable store locations and to leverage during lease negotiations to increase cost savings
- Oversaw Windows 10 and Microsoft Dynamics call center launches through partnering with internal Microsoft leaders and external vendors to streamline IVR setup, create consistency across vendors, and increase client engagement and retention for call centers providing post-launch customer relations
- Developed "Wally," a smart home communication device hub, sensors, automatic water shutoff valve, and corresponding web and mobile applications designed to alert homeowners to potential water damage, implementing trials with top 10 US insurance companies to reduce insurance payouts, resulting in increasing revenue by \$1.1M
- Increased operational efficiency by 15% and improved user experience with a hosted telecom billing platform, Pivot, by accurately documenting business requirements, effectively communicating user experience to the development team, and building an overall more effective billing platform

CORE COMPETENCIES

* Product Lifecycle Management * Thought Leadership * Program Management * Software as a Service (SaaS) *
* Business-to-Business (B2B) * Business-to-Consumer (B2C) * User Experience (UX) * Product Launches * Product Marketing *
Data-Driven * Product Strategy & Roadmaps * Kanban * Waterfall * Agile * Jira * Confluence * Sketch * Invision * Software
Development Life Cycle (SDLC) * P&L Management

PROFESSIONAL EXPERIENCE

DIRECTOR, PRODUCT MANAGEMENT

Point Inside - Bellevue, WA

2018 - 2019

- Led a team of 15 UX and front-end developers to design and implement "Retail Space Explorer," a data-driven retail intelligence SaaS application to aid retail managers in identifying profitable store locations to leverage during lease negotiations to increase cost savings
- Streamlined processes across multiple product lines by eliciting executive-level buy-in and creating a strategic rolling 6-month roadmap resulting in increased focus, efficiency, and productivity
- Developed a product positioning and marketing strategy to better define buyer and customer profiles, allowing for increased target marketing and a decreased sales cycle

DIRECTOR, PRODUCT MANAGEMENT

Sears, Roebuck and Company - Seattle, WA

2016 - 2018

- Managed new IoT product lifecycles and features, forming a key element of the company's digital transformation strategy, including targeted marketing to customer segments, resulting in streamlined operations and decreased costs
- Developed "Wally," a smart home communication device hub, sensors, automatic water shutoff valve, and corresponding web and mobile applications designed to alert homeowners to potential water damage, implementing trials with top 10 US insurance companies to reduce insurance payouts, resulting in increasing revenue by \$1.1M
- Created and launched hub, sensors, and a multi-user web application for landlords to monitor condominium and apartment complexes, increasing end-users by 10X, sales by \$200K, and creating a sustained recurring revenue model of \$150K
- Collaborated with 30 manufacturing resources within 6 large international vendors and managed third-party hardware vendor contracts, ensuring adherence to product and contract requirements
- Increased productivity by implementing a strategic rolling 6-month roadmap for outlining scalability and introducing new products, such as smoke detection products, to keep homeowners safe
- Developed a user-friendly beta test program for Sears employees and coordinated internal testers and outside users to solicit feedback to enhance customer satisfaction

PRODUCT MANAGER, DATAV

Bsquare - Bellevue, WA

2016

- Contributed to launching strategic product management processes across the organization, including documenting and creating branded marketing collateral and product datasheets, increasing organization-wide efficiency by 10%
- Managed product datasheets, defining new requirements, building out wireframes, and analyzing UX design to develop more efficient and effective products
- Created a three-tiered marketing strategy for mapping the marketplace and determining optimal pricing for DataV IoT products by collecting, analyzing, and presenting data to enhance decision-making, resulting in increased customer engagement

SENIOR ASSOCIATE, LAUNCH AND PROJECT PORTFOLIO MANAGER – MICROSOFT IT

Revel Consulting, Inc. – Kirkland, WA

2015

- Oversaw Windows 10 and Microsoft Dynamics call center launches through partnering with internal Microsoft leaders and external vendors to streamline IVR setup, create consistency across vendors, and increase client engagement and retention for call centers providing post-launch customer relations

SENIOR MANAGER, PRODUCT SOLUTIONS

Cycle30, Inc. – Seattle, WA

2013 – 2015

- Implemented scrum methodologies, assigning individual product owners, and creating new workflows for a team of 12 in the US and India, improving timelines of deliverables by 20% while managing a \$2M budget
- Increased operational efficiency by 15% and improved user experience with a hosted telecom billing platform, Pivot, by accurately documenting business requirements, effectively communicating user experience to the development team, and building an overall more effective billing platform

MANAGER, PRODUCT MANAGEMENT

MeteorComm, LLC – Renton, WA

2010 – 2013

- Collaborated with 60+ development team, transitioning from 3-week cycle to daily Kanban agile approach within 1 month, resulting in better prioritization of tasks, accelerating risk identification, and increasing productivity
- Established \$1M in R&D by eliciting parent-company buy-in to allow for high potential employees to engage in developing new projects resulting in increased innovation and employee engagement

PRODUCT MANAGER

Clearwire, LLC – Seattle, WA

2010

- Collaborated with 20+ developers across multiple teams to launch Clearwire's first hotspot capability, launching 4 devices into a new product category within first 4 months, increasing customer engagement and subscriber growth
- Led an international team of 30+ testers, marketers, e-commerce, and management employees to launch a device in 6 months (normally 12 months) to be compatible with iPhones, allowing unlimited data, effectively filling a hole in the marketplace left by other competitors

PRODUCT MANAGER

G2 Web Services, LLC – Bellevue, WA

2009 – 2010

- Streamlined efficiency of 20+ data management team within first 3 weeks through accurately gathering business requirements, conducting detailed data analysis, and implementing targeted product updates, increasing decision-making effectiveness and reducing development bottlenecks

SENIOR PRODUCT MARKETING MANAGER

Speakeasy, Inc. – Seattle, WA

2008 – 2009

- Led a team of 35 developers and engineers to develop unique mobile integration features for consumer voice plans to enhance service and features and improve customer satisfaction
- Launched a new calling plan in Central and South America through conducting in-person interviews with customers to identify the market need, resulting in doubling subscribers in 1 month

PRODUCT MARKETING MANAGER

Strata8 Networks, Inc. – Bellevue, WA

2007 – 2008

- Conducted SWOT analysis to introduce State of the Market strategy presentations to executives to enhance team collaboration and steer early roadmap decisions

SENIOR PRODUCT MANAGER - WHOLESALE

T-Mobile USA, Inc. – Bellevue, WA

2007

- Implemented data-driven operations process to identify and send out notifications to roaming users to adjust usage on competitor networks, resulting in several million dollars in cost savings to the company
- Advocated company position in industry forums and associations, such as 3GPP and GSMA, to ensure interoperation standards positively impacted T-Mobile's operations and revenue

PRODUCT MANAGER - VOIP

TeleCommunication Systems Inc. – Seattle, WA

2005 – 2007

- Patented, marketed, and evangelized a multifunction platform to provide both E-911 and location-based services, leading to selection for two industry awards, APCO's Hot Product of the Year Award for LivewirE911 and TMC Product of the Year Awards for LivewirE911 and LivewireLBS
- Grew the LivewirE911 product from \$50K in revenue per year to \$7M per year in 18 months

EDUCATION & CREDENTIALS

WALLA WALLA UNIVERSITY – BACHELOR OF SCIENCE, PHYSICS
PSYCHOLOGY OF LEADERSHIP CERTIFICATE – CORNELL UNIVERSITY 2019
USER EXPERIENCE DESIGN CIRCUIT – GENERAL ASSEMBLY, 2016
CERTIFIED PRODUCT MANAGER – PRAGMATIC MARKETING, 2012
RALLY SOFTWARE TRAINING CERTIFICATION – RALLY SOFTWARE, 2010
AGILE BOOT CAMP TRAINING CERTIFICATION – SPEAKEASY, 2008

#7907551 VOICE OVER INTERNET PROTOCOL (VOIP) LOCATION-BASED 911 CONFERENCING - PATENT