

# BRENT WELCH

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## EXECUTIVE SUMMARY

Energetic Product Manager with extensive experience leading cross-functional teams in new product development, testing, launch and marketing in multiple industries. Demonstrated strategic planning, e-commerce, online marketing and implementation successes. Expertise in sales and client relationship management in B2B and B2C marketplaces. Noted for strong team building and motivational abilities. Technically savvy. Results-oriented leader with record of completing complex large-scale projects within time and budget constraints. Successful in both waterfall and agile development processes. Consistently exceeds profit goals.

**Profit Enhancement  
Training  
Channel Development  
AMI / AMR**

**Product Life Cycle Management  
Web Design & Development  
Launch Campaigns  
Prepay Energy**

**Market Research  
Branding Strategy  
Market Expansion  
Smart Grid**

## PROFESSIONAL EXPERIENCE

NAVEX GLOBAL, Norcross, GA

2015 – 2016

### *Senior Product Manager*

- Developed roadmap for RiskRate 3<sup>rd</sup> party compliance SAAS product
- Research and recommend additional 3<sup>rd</sup> party offerings to enhance product offering.
- Negotiated contracts with 3<sup>rd</sup> party data providers.
- Prioritized existing requirements and determined forward pathway to rapid growth projections

LANDIS + GYR, Alpharetta, GA

2008 – 2015

### *Senior Product Manager*

- Managed a new prepaid energy solution comprising 5 separate products to satisfy a \$185M contract to a major electric utility.
- Developed and managed product roadmap for customer migration from existing SAAS legacy application to new platform for this international company providing managed services to the utilities industry and the Smart Grid initiative.
- Developed product sustaining / sunset plans for legacy product.
- Researched customized installations to update software to standard installations, reducing custom development efforts by 30 % and SQA release test cycles by 55%
- Write business requirements, user stories, and customer facing release notes for agile development dept.
- Work closely with development teams and 3rd party suppliers and to ensure customers' experience with multiple products is seamless. Coordinate efforts of all teams.
- Prioritize and groom backlog based on strategic business and developmental needs.

PRIMEDIA/CONSUMER SOURCE/RENTALS.COM, Norcross, GA

2007 – 2008

### *Senior Product Manager*

- Increased customer retention by 67% by redesigning My Account customer portal
- Increased new customer acquisition by 44% by streamlining E-commerce listing creation process.
- Reduced average listing creation process time for new customers by 35%.
- Recaptured \$76K in revenue by re-aligning sales territories.
- Developed product roadmaps based on maximum revenue opportunities.
- Delivered customer reports which increased customer satisfaction 25%.

PROQUEST/SNAP-ON BUSINESS SOLUTIONS, Richfield, OH

2005 – 2007

### *Senior Product Manager*

- Constructed requirements for next generation Electronic Parts Catalog targeting a large auto manufacturer.
- Released new Electronic Parts Catalog for large global automotive manufacturers.
- Managed all aspects of automotive dealership facing products on a global basis.
- Developed product roadmaps and manage timelines based on customer user group input and OE objectives.
- Lead multi departmental teams to deliver new product features on time.

**AVC, LLC**, Concord, CA

2002 – 2005

**Product Manager**

- Develop corporate roadmap and template for market introduction and expansion for this niche market old and new media publishing company.
- Lead strategic analysis and planning, including determination of expected ROI.
- Research, define and manage core product features and introduction timetables.
- Evaluate and pursue strategic partner candidates.
- Foster teamwork among internal departments to develop and deploy products.
- Created product plan to meet needs of each unique market segment.

**ADP CLAIMS SOLUTIONS GROUP**, San Ramon, CA

2000 – 2001

**Product Manager**

- Managed all facets of CD-Rom-based products in automotive collision market for established insurance and automotive software company with 40,000 employees.
- Converted product with \$1 million annual loss to profitability within 9 months by aligning marketing efforts with market demand.
- Increased efficiency of Customer Service Department by 50% by introducing automatic subscription updates.
- Increased customer satisfaction index 35% through prompt identification and resolution of product problems.
- Developed business requirements for Internet conversion of legacy CD-ROM products. Identified client needs and collaborated with Marketing Department to develop tools to match needs.
- Developed international marketing plan for product release.
- Performed cost analysis on customized products, and devised pricing strategies.
- Introduced periodic data update releases for existing products.
- Ensured compliance for 50 state variations and individual insurance company requirements.

**ALLDATA LLC**, Elk Grove, CA

1994 – 2000

**Product Manager**

- Managed all aspects of Internet-based products for established software/information provider with 350 employees and \$50 million in revenue.
- Created and was first to market for 3 Web sites: AllDataPro.com (Automotive repair information for professionals and now the companies flagship product), and AllDataDIY.com (Automotive repair information for the Do-It-Yourself and the Do-It-For-Me consumer markets). AllData.com (Corporate site),
- Achieved \$350,000 revenue for new consumer product in first year without advertising.
- Catapulted corporate Web site traffic over 500% to 20,000 unique visitors per day through strategic placement of gateway pages into top search engines.
- Collaborated with Marketing Department to create collateral materials.
- Designed and conducted on-site beta testing for product rollouts.
- Built strategic alliances, which facilitated product launches to both consumer and business markets.
- Arranged banner ad placement and keyword purchasing for online advertisement campaigns.
- Exceeded sales and product performance.

**EDUCATION**

**CALIFORNIA STATE UNIVERSITY**, Sacramento, CA

**Bachelors Degree:** Business Administration

**Concentration:** Marketing

**PROFESSIONAL DEVELOPMENT**

Product Management Certificate, Pragmatic Marketing

Project Management, Catalysis Group