


RALPH C. GLOVER, JR.

SENIOR PRODUCT MARKETING MANAGER

CONTACT

 Ellicott City, MD



SKILLS

- Relationship & Asset Management
- Contract Negotiations & Vendor Management
- Risk Mitigation & Regulatory Compliance
- Brand Positioning Concepts
- Client Succession Planning
- New Product Launches
- New Business Development
- Program / Project Management
- Sales & Account Management
- P&L Management

EDUCATION & TRAINING

Bachelors of Business Administration: Finance

Howard University
Washington, D.C.

Credit Bureau Auditing of One Main Financial Attributes (Equifax, Experian and Trans Union)

Citigroup's Leading People Training Seminar

Citigroup's Influencing People Training Seminar

Essentials of Direct Mail Production

Essentials of Printing and Pre-press

PROFILE

Highly accomplishment Senior Product Marketing Manager with layered marketing experience and a record of accomplishment of success in both identifying and closing new revenue and existing opportunities while exceeding management objectives. Comprehensive experience in customer retention marketing and internal and external team leadership including optimization responsibility for procedures and operations.

Adept in developing and analyzing metrics from customer insights via channel marketing (direct mail, statement, telemarketing and social media marketing) solicitation programs that identify core issues in addition to devising remediation and new solutions to strengthen targeted areas.

EXPERIENCE

Warehouse Associate, Amazon Baltimore, MD

2020-Current

- Inbound/Outbound processing and sorting of customer packages
- Worked in teams to meet end of shift deadlines
- Worked in a very fast paced environment
- Duties included but not limited to scanning, sorting, pallet wrapping, and staging of pallets
- Problem solving duties involving damaged products
- Problem solving duties involving oversized and unique sized products

Marketing Product Manager, OneMain Financial Baltimore, MD

1999-2016

Aggressively hired to create market definitions for products using proprietary market research and product usage data, conducted market sizing, industry verticals and customer persona analyses. Played a key role in assisting with results projections and program budgeting that include \$1.8 billion in revenue annually within a customer base of 6 million.

- Developed product positioning and messaging for company's products and solutions including core positioning, competitive differentiation, pricing and packaging and thought leadership.
 - Drove marketing initiatives for awareness, demand generation and sales enablement.
 - Researched and responded to industry trends, competitive offerings and potential disruptors within financial services.
 - Created customer files for direct marketing, email, and telemarketing offers, and website content.
 - Executed measure and refine go-to-market strategies including messaging, training, sales enablement and product / feature launches.
- Product life cycle management support of ongoing product evolution, positioning and go-to-market effectiveness including product revenue tracking, sales effectiveness (win / loss analysis), management of product request backlog and ongoing competitive analysis.
- Conducted quantitative and qualitative research on buyers, competitors, complementary technologies and industry trends.
- Readily developed and implemented plans that ensure forecasted product revenues and margins are achieved.

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TECHNICAL SKILLS

- Microsoft Office Suite
- SQL
- SQL Server

EXPERIENCE CONTINUED

Marketing Product Manager, *OneMain Financial*
Baltimore, MD

1999-2016

- Collaborated with corporate strategy, product owners, marketing and go-to market functions to identify ideal time, targets and marketing strategies to meet goals.
 - Teamed with iSAMS Statement Marketing group to manage and facilitate marketing solicitation panels on customers account statements.
 - Developed compelling sales and marketing collateral in conjunction with marketing.
 - Worked closely with Sales, Marketing, Business Development and developers directly to gather requirements, define product strategy, execute, launch and drive adoption of products.
 - Directed Online and Internet teams in introducing and implementing email solicitation to the customer base portfolio.
 - Assisted Risk Management in ensuring that solicitation selection complied with approved underwriting's policies and procedures.

Strategic Energy Analyst, *Pace Global Energy Service*
Fairfax, VA

1997-1999

Effectively conducted research and delivered critical knowledge and independent analysis on all inputs to energy infrastructure. Supported the sales process including development of compelling value proposition, solution development, proposal development and product demonstrations.

- Created reports with both conceptual analysis and quantitative findings to show market trends to clients.
 - Assisted in evaluation of energy markets and preparation of weekly client newsletter.
 - Forecast client budgets and prepared energy use projections.
 - Reviewed utility and supplier invoices.
- Supported office workflow processes and schedules to accomplish assigned projects, plans and activities associated with approved current and projected projects and functions.
- Worked with enterprise project teams to understand and document end user impacts of new technology.
 - Created process for collecting, organizing and documenting information.
 - Recommended controls by identifying problems, creating mitigation tactics and solutions while creating improved operating procedures.
 - Trained power users and additional targeted audiences.
- Helped define user adoption measures and documentation.
- Served as the market expert for inorganic growth opportunities including acquisitions and partnerships via target identification / assessment and marketing due diligence.