

Randall Clark

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Product Management Leader

Transformative and highly motivated leader with over 15 years of strong technical and data-focused expertise in product marketing for clients including **Microsoft** and **Cisco**. Defines and improves product development as well as larger organizational processes to meet the highest level of quality and customer requirements. Empowers diverse, cross-functional teams to define, communicate, and drive product strategy for diverse internal and external stakeholders at all levels.

CORE COMPETENCIES

Product Lifecycle Management (Road Mapping, Development, Front-end Design, UI/UX Testing, Documentation, QA)
Strategic Planning & Execution • Business Transformation • Process Improvement • Data • SaaS • Requirements Gathering
Client Relationships • Cross Functional Team Leadership • Training • Communication • Agile (SAFe, Scrum, Waterfall) • SDLC

EXPERIENCE

RADIATE POSITIVITY, LLC | Manitou Springs, CO 4/2023-Present
Discount card provider focused on tourist market in Colorado.

Founder/Owner

- Partner with local businesses to develop and distribute discount and fundraiser cards that can be used in line with their services to drive local patronage.

SELLING SIMPLIFIED (ACQUIRED BY INTERNATIONAL DATA GROUP) | Greenwood Village, CO 12/2020-4/2023
Global leaders in B2B demand generation & intelligent marketing solutions built on data. Acquired by International Data Group (IDG/Foundry).

Vice President of Product Management

- Joined at critical growth stage to define all product strategies, standard operating procedures (SOPs), processes, and roadmaps as well as long-term goals in partnership with CEO and COO.
 - Developed and codified product management process, determining the profitability and viability of new product ideas, and giving recommendations to executive leadership.
- Built, trained, and developed product and UI/UX team of six to act as voice of the customer and users.
- Improved usability by redesigning proprietary tools used by marketing, sales, and delivery teams.
- Served as point of contact for system security and architectural questions from customers regarding vendor compliance.
- Acted as de facto Data Protection Officer and oversaw all associated data policies and procedures.
- Post-acquisition, served in strategy group under Chief of Staff to support global adoption of Customer Relationship Manager (CRM) system.

Select Achievements

- Provided key due diligence participation/inputs for \$125M acquisition of company by International Data Group.
- Scaled company from \$25M in ARR to over \$50M through defining critical policies and building out critical functions and capabilities which improved delivery output/quality.
 - Built company's entire intranet, greatly enhancing employees' ability to access and share information.
 - Facilitated scaled software development by leading process definition within organization.
 - Developed comprehensive annual security training for all employees to ensure swift compliance with General Data Protection Regulation (GDPR), Canada's anti-spam legislation (CASL), and other global privacy laws.
 - Authored 45 comprehensive company policies ranging from fair use to data center access and disaster recovery.
- Successfully transitioned from marketing provider for small clients to large organizations including Cisco and Microsoft.
- Played key supporting role in company being placed on Inc 5000 list and winning Dick Reed Award (2022) for best B2B Marketing Agency, as well as nominated finalist for Best Global Partner.

FOXQUA | Thornton, CO 4/2016-12/2020
General merchandise eCommerce company focused on recreational activities

Founder/Owner

- Set up and maintained company website to include secure payment gateway and customer data privacy.
- Sourced and negotiated with international vendors/manufacturers to procure branded inventory.
- Drove all business and operational processes including inventory control, tax filing, and capital spending.

TRAVELPORT | Centennial, CO

6/2017-1/2018

Worldwide travel retail platform providing distribution, technology, payment solutions for the travel and tourism industry.

Product Manager

- Led team of over 20 engineers and managers, overseeing and defining big data projects; covered all testing, quality control and timetables to better help travel agencies serve millions of customer transactions per year.
 - Projects included machine learning (AI/ML) and RESTful API development.
- Worked closely with engineering managers, engineers, data scientists, project managers, and upper tiers of leadership, participating in scrum, daily stand-ups, retrospectives, and backlog resolution.
- Created value propositions to pitch product concepts and secure millions in funding to execute; detailing predicted revenue, customer adoption, and timetables for completion.

Select Achievements

- Successfully created detailed three-year, \$5M plan to transition legacy API into next gen API that helped onboard client Priceline.com and boost their traffic by tens of millions of calls per year.
- Brought voice of the customer into decision making for global customers and prospects, better enabling platforms to instantly narrow down thousands of individual flight options down to a few based on price and convenience.

GOGO BUSINESS AVIATION | Broomfield, CO

8/2012-3/2016

Global provider of broadband/internet connectivity products and services for business aviation, including entertainment, Wi-Fi, email, text, and talk.

Product Manager

- Orchestrated and owned development of products over complete life cycle, from conception to market launch.
 - Directed multiple product lines worth over \$5M each spanning multiple years of development.
- Interfaced directly with customers, sales, and engineering to determine features and derive requirements.
- Created market requirements docs (MRDs) and product requirements docs (PRDs) to align organization and win buy-in.
- Identified opportunities for company to save money by developing cross-platform solutions.
- Responded to RFPs related to clients and their unique technical requirements for business aviation.
- Cooperated with FAA to certify multiple programs and ensure full compliance for safety and functionality.

Select Achievements

- Created air to ground (ATG) network, orienting different existing cell towers in U.S. upward to serve aviation clients.
- Successfully managed and launched UCS 5000 a device which acts as a smart router with business class jets which could change whether someone's using ATG, Inmarsat, or Swift Broadband.

ROCKWELL COLLINS | Melbourne, FL

1/2007-8/2012

Leader in avionics and high-integrity electronics solutions for commercial and military aviation customers around the world.

Systems Engineer

- Interfaced with international and domestic customers (including Boeing and Airbus) during technical coordination meetings (TCMs).
- Identified, documented, and submit change requests for discrepancies between system performance and requirements.
- Coordinated technical development, scheduling and problem solving with software and hardware teams to ensure designs met customer needs.
- Performed windshear analysis and created a windshear report consisting of hundreds of tests and resulting graphs and charts to the FAA as supporting evidence of an aircraft's performance.
- Led contracting team to create full test procedures for over 600 test cases and created DXL script in DOORs to automate repetitive tasks, eliminating potential for human error.

US AIR FORCE | Shaw AFB, SC

6/1996-6/2000

F-16CJ Crew Chief (Tactical Aircraft Maintenance Specialist)

- Maintain over 88 tactical aircraft, including F-16s, as well as aerospace ground equipment (AGE) in individual and team settings. Received Honorable Discharge.

EDUCATION

PURDUE UNIVERSITY, MAIN CAMPUS | West Lafayette, IN

Master of Science, Aerospace Engineering

PURDUE UNIVERSITY, MAIN CAMPUS | West Lafayette, IN

Bachelor of Science, Aerospace Engineering