GIANMARCO MANIACI

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PROFESSIONAL EXPERIENCE

DIGITAL MEDIA SOLUTIONS   Irvine, CA
Director of Product Management   *February 2022 – Present*

Responsible for managing a portfolio of lead generation, tracking, and SaaS products with total revenues of over $400M annually.

Portfolio:

Leads and Calls Platform / DMS Exchange | Engage / E2 | Efficiency Transformation Initiative (v1 and v2) | Allstate Lead Marketplace | ZipQuote | Mastodon | PAN / Trax | O&O | Sparkroom | DegreeSearch | Data Signals / Traverse | Aimtell / PushPros | DMS Voice | DMS One

- Led and managed a portfolio of 14 platforms with 4 direct reports across two business areas that have successfully surpassed the goal of $400m in annual revenue.
- Scoped and prioritized significant enhancements across all products to ensure a minimum of $2 million per year in software capitalization for finance and accounting.
- Directed strategic planning, GTM launches, post-production support, product roadmaps, financial software capitalization, and SOX / SOC compliance.
- Spearheaded the 'Efficiency Transformation Initiative' saving the company over $5 million in annualized savings through auditing companywide tech expenditures, consolidating 3rd party services, caching APIs, eliminating tech debt, and architecting a hybrid cloud infrastructure between Equinix Data Center and Amazon Web Services (AWS).
- Managed a team of 4 PMs and provided regular performance feedback, agile training, and tailored learnings resulting in improving their respective development teams' output by 15% based on sprint velocity metrics.
- Collaborated across the executive suite, development, marketing, and operations teams to ensure individual product visions, priorities, and timelines align with key business goals and initiatives.
- Management software and tools used: Atlassian Suite (Jira, Confluence, & integrations), Slack, Monday, Zoho, Github, Roadmunk, Lucidchart, Sketch, and Google Suite.

Product Manager   *August 2021 – February 2022*

Products:

Leads and Calls Platform / DMS Exchange | Engage / E2 | Efficiency Transformation Initiative (v1)

Off-cycle promotion to Director of Product Management due to exceeding Efficiency Transformation Initiative (ETI) goals and providing an in-depth knowledge of skills and internal products.

MICROSOFT - *Contracted via The Spur Group*   Seattle, WA
Project Manager   *May 2018 – August 2021*

Member of the channel management & GTM team at Spur; developing and executing strategies to help partners sell more, get to market faster, and efficiently roll out new programs and products.

Projects:

Microsoft ISV Connect Program | Microsoft ISV Connect Feedback Loops Initiative | Microsoft Partner Incentive Program | Microsoft Inspire

- Built, organized, and maintained project roadmap to ensure successful product launch.
- Analyzed, scoped, and launched a complete overhaul to the Microsoft Partner Incentive Engine's (PIE) email marketing and customer journey resulting in near end-to-end automation with 40+ additional custom event triggers, improved UX/UI portal, elimination of an off-shore emailing team, and an astounding 10-day reduction in partners time to receive funding.
- Improved Microsoft's PIE customer journey through automation and readiness documentation that led to a 60% decrease in inbound question traffic via forms, account managers, and the Microsoft Partner Network.
- Developed and maintained detailed project plans across 23 workstreams and 112 participants to monitor progress across all ISV Connect initiatives.
- Successfully launched the Microsoft ISV Connect Program, an independent software vendor application ecosystem and revenue-sharing program that will serve a $125 billion addressable market by 2022.
- Managed Microsoft's Independent Software Vendor (ISV) Connect Program's GTM strategy and pilot planning program for 4 of Microsoft's global geo regions by arranging communications, planning sessions, gathering feedback, and scoping new features while maintaining clear and timely communications across all stakeholders.
- Improved the Microsoft ISV Connect Feedback Loops by analyzing 18 workstreams and automating Azure DevOps tools to unify cross-organizational internal and external communications leading to reduced ticket response time from 14 days to 2 days and 50% higher ticket satisfaction ratings.

- Developed and organized Microsoft's ISV Connect marketing and revenue sharing benefits plan that led to a 3.5x increase in ISV signup at launch compared to pilot data.
- Managed Microsoft US Partner Incentive readiness documents by maintaining 57 guides across 10 offer and incentive programs, to ensure partner-facing materials stay up to date across the entire Microsoft Global Organization.
- Launched Microsoft Inspires' first mobile application for a unified partner experience and cross-conference tracking.
- Management software and tools used: Microsoft Planner, Microsoft Teams, Microsoft Office Suite, and Azure DevOps Environments.

INTELLECTUAL INC.   Costa Mesa, CA
Web Developer / Project Manager   *July 2016 – April 2018*

- Designed, built, managed, and optimized 60+ custom e-commerce, personal, lead generation, and affiliate project websites generating millions in revenue.
- Developed assessment tools and processes for project evaluation, including overcoming risks and identifying areas of improvement.
- Managed 12+ employees across product, engineering, sales, marketing, legal, and client teams ensuring projects met deadlines, budget, and within the defined scope.
- Created and maintained comprehensive end-to-end project documentation, ensuring that milestones were achieved on time, on budget, and in scope while creating reports to keep management and stakeholders up to date on progress.
- Developed, launched, and optimized multiple Shopify and WooCommerce sites resulting in over six figures of sales in a single year.
- Management software and tools used: Asana, Basecamp, Rackspace, Sketch, WordPress, Github, Coda, Shopify, Clickfunnels, AWS, and Google Suite.

PIXEL CLICK   Costa Mesa, CA
Web Developer / Project Manager   *August 2015 – August 2016*

- Directed and managed digital marketing campaigns for major clients including Uber, Pandora, and Zulily; campaigns resulted in millions of application installs/purchases and exponential client growth.
- Led 10+ developers, content writers, and marketing professionals throughout the full-scale website and landing page development for client companies and internal teams ensuring project goals were reached while maintaining organizational standards of satisfaction, quality, and performance.
- Worked closely with clients and cross-functional teams to plan and develop scope, deliverables, required resources, milestones, budget, and timelines for new project initiatives.
- Reviewed and analyzed client data to measure, optimize, and scale key performance indicators and goals on a daily basis.
- Created, maintained, and distributed relevant project status reports detailing objectives, tasks, accomplishments, risks, issues, and budgetary tracking to key stakeholders.
- Management software and tools used: Asana, Basecamp, Rackspace, Sketch, WordPress, Github, Coda, Shopify, Clickfunnels, AWS, and Google Suite.

GAMETIME UNITED   Anaheim, CA
Business Development / Marketing Consultant Intern   *Summer 2015*

IMPERIAL PAWNBROKERS   Brea, CA
Manager / Pawnbroker   *December 2011 – November 2015*

EDUCATION

CHAPMAN UNIVERSITY, *GEORGE L. ARGYROS SCHOOL OF BUSINESS & ECONOMICS*   Orange, CA
Bachelor of Science, Business Administration   *May 2015*

- Computer Science minor

CERTIFICATIONS

- Project Management Professional (PMP) (Certificate of Completion)	- Google AdWords	- Google Analytics	- Professional Scrum Product Owner	- Professional Scrum Master

SPECIALIZED SKILLS

- **Technical Platforms and Languages:** Jira / Confluence, Monday, Asana, Basecamp, Microsoft Project, Microsoft Planner, Microsoft Office (Excel, Word, PowerPoint, SharePoint, Teams, etc.), WordPress, Github, Coda, Android Studio, Shopify, ClickFunnels, AWS, Google Analytics, PHP, HTML, JavaScript, CSS, Bootstrap, JQL
- **Project / Product Management:** Agile / Scrum Certified, PMP (Certificate of Completion), CPM Training