

# Chuck Brady

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## Product Management and Sales Expert

Creative and driven Product Management Executive possessing extensive experience in driving customer demand for software solutions. Focused on the user experience and functionality, the key value drivers to customers. Accustomed to marketing complex, high-value solutions, either as traditional software or as a SaaS offering. Possesses an advanced understanding of computer systems, cloud architecture, and software development.

## Highlights

- Customer Focused, Analytical, and Self-Motivated Professional
- Well Organized, Committed, and Passionate Cross-Functional Leader
- Confident Presenter with Exceptional Communication Skills
- Innovative but Pragmatic Problem Solver, Negotiator, and Team Builder

## Professional Experience

Intrado New Waterford, OH Jul 2019 – Present

### Senior Product Manager

- Work to ensure company products enable sales growth, meet, customer needs, and deliver customer value through differentiation
- Develop new features and propositions that are not currently offered in the marketplace and maintain the health and welfare of the existing product line
- Ensure operational capability for initiatives resulting in a turnkey launch from ideation to implementation
- Maintain competitiveness of existing product line through continuous performance monitoring and implementation of changes to meet changing customers' needs/expectations or enhance the attractiveness of the product as compared to the competitors
- Continuously monitor market developments and customer to develop long-term product strategies, while also executing on short-term deliverables
- Specify product and feature ideas and requirements by leveraging research and data analytics, engaging sales, conducting competitive intelligence, and initiating customer interactions
- Maintain plans, targets, schedules and budget for product and feature development

Autonomous Response New Waterford, OH Jul 2018 – Present

### Managing Member

- Provide consultant services on product management and software trends
- Collaborate with clients to create comprehensive competitor analysis & recommendations
- Assist in establishing, articulating, and driving product vision
- Create and test user experiences that engage users and exceed business goals

Cott Systems, Inc.

Columbus, OH

Jul 2017 – Jul 2018

**Director of Product Management**

- Managed and coordinated B2G marketing efforts for three major software products in two verticals
- Led, managed and mentored product managers and scrum masters to ensure complete and timely delivery of user stories for the agile development process
- Provided product vision and development priorities for a full suite of products covering courts and land records management
- Collaborated with internal and external stakeholders to identify meaningful product features and their benefits
- Translated product benefits into customer-facing messaging including quarterly newsletters to keep users informed of product enhancements
- Disseminated customer feedback to influence future enhancements
- Developed and managed marketing budget and expenditures
- Delivered customer-facing presentations including coordinating user group meetings across the customer base
- Hired, reviewed performance, and managed staff

EmergiTech, Inc. (Acquired by Zuercher Tech)

Columbus, OH

Mar 2007 – Jul 2017

**Director of Product Management**

- Directed marketing and competitive analysis efforts for 10 major software products in the public safety vertical
- Provided vision and priorities for a full suite of products covering law enforcement, fire and EMS including Next Generation 9-1-1, Computer-Aided Dispatch and Records Management
- Worked with business analysts and project managers to ensure on-time delivery of needed features
- Developed pricing framework for SaaS implementation of hosted product offerings
- Collaborated with customers to identify meaningful product features and their benefits
- Translated product benefits to customer-facing messaging
- Created budget and pricing strategies for marketing expenditures
- Managed and directed training programs
- Delivered customer-facing presentations
- Attended industry conferences to interface with customers and partners
- Hired, reviewed performance, and managed staff

Valor Systems, Inc.

Westmont, IL

Jan 2006 – Feb 2007

**Director of Sales – North Central Region**

- Evaluated new partnership opportunities
- Managed a team of Sales Representatives
- Coordinated and conducted sales meetings
- Designed and implemented web-based sales tracking and analysis tools
- Designed sales collateral including website
- Worked with Product Development to ensure the software was responsive to customer needs
- Prepared and presented highly technical presentations to diverse audiences
- Armed sales team with knowledge and tools

EmergiTech, Inc.

Reynoldsburg, OH

Dec 1998 – Oct 2005

### **Client Relations Manager**

- Identified client needs and formulated solutions
- Prepared and responded to request for proposals
- Trained Client Relations Managers on sale presentation skills
- Conducted sales strategy meetings
- Designed network systems to meet customer needs
- Assessed new technologies to enhance products' market value
- Six years as the top salesperson

### **Prior Experience**

- Sergeant, City of Canfield Police Department
- Co-Owner, Masters Training Systems
- Research Analyst, Ohio Patrolmen's Benevolent Association
- Police Officer, Bazetta Township Police Department
- Office Manager, TF Industries
- Undercover Narcotics Investigator, Giant Eagle Inc. & Kmart Distribution Center

### **Education**

- Kent State University – **Master of Science in User Experience Design** (May 2019)
- Kent State University – **Post Graduate study in Public Administration**
- FBI National Academy – **Graduate - 187<sup>th</sup> session**
- National Management Association – **Certificate in Supervisory Skills**
- Cleveland State University – **Certificate in Labor Relations**
- Youngstown State University – **Master of Science: Criminal Justice**
- Youngstown State University – **Bachelor of Science in Applied Science: Criminal Justice**
- Ohio Police Officers Training Academy – **Ohio Peace Officer Certification**