

PHILIP NEWMAN

Product strategist, focused on consumer driven, re-usable technologies.

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SUMMARY

Experienced product management professional with cross product platforms, new channel development, revenue generation, and upsell/cross-sell with a strong customer focus. Proficient in consumer web and mobile portals, internet video, content management and syndication. Industry experiences include entertainment, media, Internet service, retail, financial and energy trading. PMI, Six Sigma, ITIL and ScrumMaster certified.

EXPERIENCE

NIKE, Beaverton, OR

June 2012 - Present

Director, Product Management, Social

Define the vision and strategy for social center of excellence in support of Nike business units. Manage a team of architects, software developers and social networking consultants to implement social networking and graph features throughout Nike consumer experiences. Research and measure trends in social and evaluate for Nike's consumption.

- Lead the vision and social strategy for applications with a team of project managers, architects and engineers with a \$5+M budget. Returning 3:1 value on socially enabled applications.
- Manage business and technical relationships with social networks including: Facebook, Twitter, Google+, VKontakte, Path, QQ, Sina Weibo, Ren Ren, Google, FourSquare
- Presented Nike mobile social experience at [Facebook Mobile Developers DevCon 2013](#)
- Primary liaison for social features, best practices and consultation for Nike implementations across business units.
- Develop and drive the Nike Social-As-A-Platform strategy, features and technologies.
- Manage Nike Social Graph for use across multiple business verticals.

OREGON STATE UNIVERSITY

Sept 2014 – November 2014

Instructor, Professional and Continuing Education[Social Media, Mobile and Reputation Strategies](#)

Professional and Continuing Education – Digital Brand Management Certificate

Instructed a continuing education course with worldwide student base of professionals. Topics included: Social Media Policies; Success Measures and Metrics; Corporate Culture; Campaign Goals Players and Evangelists; Choosing Social Network Targets; Social Media vs. Social Networks and their connections; and Impact of Anonymous Social Networks.

THE WEATHER CHANNEL, Atlanta, GA

March 2010 – March 2012

Director, Product Strategy

Evangelize, introduce and implement new products and new product management methodologies throughout the organization. Define strategic product roadmaps utilizing technical innovations to improve consumer-focused products. Forged strategic partnerships for new product launches on web and mobile platforms.

- Supervised and guided a team of product managers ensuring product strategy and delivery.
- Product portfolio includes Weather.com portals, toolbars, widgets, B2B data feeds, iPad/iPhone applications, social networking and content management systems.
- Executed strategic product leadership of a top 15 website with 12 billion pageviews and revenue of over \$50M.
- Oversaw partnerships with Apple, Facebook, Google and Microsoft developing new products and integrations.
- Pioneered distributed portfolio account for 100M referrals.
- Designed and launched Weather integration into web portals including Starbucks and TV Everywhere.
- Created social media strategy to further consumer engagement.
- Implemented Facebook features as launch partner, tripling page views per referral and Twitter integrations.
- Directed internal product team in implementation of Percussion content management system.

TURNER BROADCASTING SYSTEM, INC, Atlanta, GA

March 2007 – March 2010

Program and Product Director, Video and Publishing Platforms

Headed the execution, development and operation of publishing and video platforms. Guided platforms across all Turner properties ranging from micro-sites to CNN.com.

- Operated portfolio of publishing products for various sized Turner properties. Portfolio includes: Interwoven, Expression Engine, Drupal, Wordpress, CommonSpot, and proprietary tools with Omniture and DART integrations.
- Orchestrated product development, features, and roadmaps.
- Integrated indexed and searchable transcripts for use with the 2008 Presidential debates (<http://www.cnn.com/2008/POLITICS/10/07/video.transcript/index.html>)
- Saved \$4M yearly with development and deployment of embeddable video player.
- Developed video syndication and mobile distribution business processes, standards and service level agreements (SLA.)
- Oversaw worldwide video distribution for all Turner brands and partnerships. Estimate revenue 2008: \$30M
- Established, researched and innovated broadcast video encoding, playback and distribution including MPEG-2, MPEG-4, FLV, h.264, and WMV codecs
- Established product management working group to define the role of product managers, roadmaps and product processes.
- Created product line definitions and plans resulting in better planning, reduced operating costs and product releases.
- Developed product line reporting dashboard.
- Defined product goals, feature sets, target markets segments, cost estimate, business value, and success goals for clients
- Managed software development projects utilizing Agile (scrum) methodologies

EARTHLINK, INC., Atlanta, GA

August 2003 – March 2007

Senior Product Manager, Value Added Services (2005-2007)

Formulated product feature set, revenue generation, and expenses of incremental, Value-Added Software as a Service(SaaS) web applications. Analyzed marketplace to build, buy, license or brand new EarthLink products and services. Products include: enablement of ad supported (ASP) model, EarthLink Rewards Visa Card, EarthLink Free Product Suite, Billing System enhancements, and new VAS channels. Products include: EarthLink RSS Reader: myReader, Social Bookmarking: myFavorites, MyEarthLink Portal, CAPTCHA services, OpenID integration and other portal products.

- Portal products integrated rich media (Video, Audio, Photos, Games) through channels such as: Weather, Movies, Music,
- Developed and launched initiative creating EarthLink ad supported products to supplement existing subscription model. Created ad-supported user registration, upgrade to paid path, downgrade to free path. Estimated revenue 2006: \$20M
- Facilitated cross-functional product development with all products to ensure ad-supported availability.

Senior Project Manager, Strategic Portfolio Management / Major Projects (2003–2005)

Directed all phases of multi-disciplinary projects. Coordinated with product managers, technical staff, and others in defining the scope, schedule and budget of new product development. Developed product requirements and features; project strategies, work plans, and schedules. Directed the project team in all phases of project.

- Managed multiple vendor/partner relationships through product development and implementation
- Guided project team through project life cycle for development, implementation and support of top corporate projects
- Launched 3 major product updates within 3 months, including co-branding with partner companies, additional user customer services, and marketing initiatives
- Resolved issues leading to 20% increased system stability and improved customer adoption
- Presented project status, issues and risk to executive management

NORTHERN TRUST RETIREMENT CONSULTING, L.L.C., Atlanta, GA

October 2002 – August 2003

Project Manager, Information Technology

Formalized major projects for specific business areas. Interact with management and staff in analysis of operational procedures and recommend business process improvements. Create and manage project budgets, schedules, vendor relations and quality metrics.

- Directed project team through quarterly development and implementation of call center software resulting in improved productivity and quality, reducing financial loss
- Ensured system compliance with federal regulations and audit requirements
- Unified data warehousing development project to improve customer service and market position
- Prioritized and scheduled corporate application development and deployments to ensure compliance with corporate strategies, directions and requirements

MIRANT CORPORATION, Atlanta, GA

March 2001 – October 2002

Project Manager, Enterprise Application Integration / Data Warehousing

Analyze and direct portfolio of projects within functional business area and provide recommendations to senior management. Manage triple constraint (time, scope and budget) of project given the constraints of the overall portfolio. Provide project management mentoring

- Supervised development of corporate data warehouse and data marts which provided executive and senior management with improved operational, financial and staffing metrics
- Directed project team through software development methodology to integrate legacy and new systems resulting in real-time data transfer minimizing scheduling risk and improving sales forecast quality
- Implemented Total Quality Management (TQM) for systems development and implementation
- Developed time, scope and budget measurement tools improving system development and status reporting

THE HOME DEPOT USA, INC., Atlanta, GA

February 1994 – March 2001

Chief Systems Engineer

Technical and functional leader for Credit, Sales Posting and Audit teams. Provided expertise in credit system development and support. Set direction for product and project features and improvements. Define and manage project scope and schedule.

Guided project teams of up to 15 associates through structured software development life cycles.

- Integrated point of sale data into federated model accounting system
- Designed and built signature capture point of sale hardware and software reducing chargeback losses and improving store audit efficiency
- Presented keynote speech at Global Consulting's Merchant Payment Forum
- Directed project team in development of point of sale and accounting systems for utilization in international expansion providing capability to enter global (non-English speaking) marketplace
- Improved efficiency by creating electronic file delivery mechanism between accounting and external credit authorization agencies, eliminating paper and mail system

Senior Systems Engineer

- Designed and programmed accounting and inventory conversion system allowing for flexibility in inventory to general ledger accounting
- Oversaw implementation of accounting conversion system in 800 stores within 8 hour processing window
- Integrated sales audit and credit processing systems improving audit department productivity

Systems Engineer / Analyst

- Planned and developed sales accounting and sales audit system architectures
- Programmed store point of sale integration to general ledger system, eliminating duplicate data entry

EDUCATION

MBA, Operations Management, Kennesaw State University, Kennesaw, GA

BBA, Management Sciences & Information Technology, Univ. of Georgia, Athens, GA

SPEAKING ENGAGEMENTS

New Directions in Content Marketing

Facebook Mobile Developers Devcon 2013 NYC

Global Merchants Payment Forum

AppNation

ProductCampPDX, ProductCampATL

StartupRiot

MEMBERSHIPS

- Project Management Institute (<http://www.pmi.org>)
- Association of International Product Marketing and Management (<http://www.aipmm.com>)
- 280Group (<http://www.28ogroup.com>)
- Product Development and Management Association (<http://www.pdma.org>)
- National Eagle Scout Association (<http://nesa.org>)
- University of Georgia Alumni Association
- Kennesaw State University Alumni Association
- Happy Tails Pet Assisted Therapy