

ALLEN LAWRENCE

allen.lawrence@gmail.com | voice/text 503-555-7912 | [linkedin.com/in/allen-lawrence](https://www.linkedin.com/in/allen-lawrence)

Project and Program Manager

Scrum Master | Scaled Agile Framework (SAFe) | Strategic Planning | Process Improvement
Risk Management | Vendor and Partner Management | SDLC | Cloud Computing
Team Building and Leadership | Proactive Problem Solving | Facilitation

Recent Background

Amazon Web Services | Portland, OR

Practice Manager | November 2021 – September 2023

- Led a team of technical consultants, guiding professional development and growth to ensure they were well-equipped to deliver transformational business outcomes for AWS customers.

Senior Engagement Manager | June 2020 – November 2021

- Provided program leadership to AWS Professional Services enterprise engagements with marquee media and entertainment industry customers.

New Relic | Portland, OR

Senior Program Manager | January 2020 – June 2020

- Provided program leadership to New Relic's Site Engineering organization supporting New Relic's SaaS observability platform.

Amazon Web Services | Portland, OR

Senior Engagement Manager | July 2016 – January 2020

- Managed professional services delivery programs for AWS customers, from requirements gathering, scoping, and estimating through the delivery of complex projects where AWS products are built into end-to-end workflows with third-party and custom solutions.

Target Market

Timing: Available to start as of April 1, 2024.

Geography: Portland metro area or remote. Willing to travel up to 20%

Size: 200+ employees, >\$200M revenue, growing

Industries: Software, Hardware, Healthcare, Financial Services

Target Companies

Software: SheerID, Aakamai, Contxt, ZoomInfo, Act-On, Learning.com

Hardware: Planar Systems, Biamp Systems

Healthcare: OHSU, Providence Health, Cambia, Moda Health

Financial Services: OnPoint Community Credit Union, Unitus Community Credit Union

Consumer Products: Columbia Sportswear, Bob's Red Mill

Margaret Urby – Ideal Position

m_urby@gmail.com | 503-xxx-xxxx | LinkedIn/MargaretUrby

Title: COO/Operations Leader, General Mgr./President.

Location: Portland Metro (or remote). Able to also work hybrid in Pacific NW.

Company size: \$25M to \$250M. Big enough that the company needs a senior operations leader but small enough that that leader needs to wear many hats and oversee several functions

Industries: Consumer products, professional services, light manufacturing, B2B or B2C, eCommerce

Target company scenarios

- Company wants to grow and improve EBITDA
- Wants to professionalize its culture and optimize processes and technology
- CEO wants a strong #2 to hand things off to so they can focus on other key areas
- Happy to consider a consult-to-hire situation

Functional expertise

- Strategy development and execution, drive prioritization, develop and manage KPI's
- P&L ownership, top line and EBITDA focused
- Program and project management
- HR (people development, recruiting, onboarding, processes, employee satisfaction)
- Demand planning/optimization and inventory management
- Manufacturing and sourcing of products/services
- E-commerce growth and digital marketing
- Supply chain
- IT management (MS365, ERP, vendors)
- Facilities (leases), global expansion

What motivates me

- Working with a business leader who has a growth mindset and wants a team culture
- Quickly understanding and improving KPI's, revenue, and EBITDA
- Developing strategy while implementing and executing tactical plans
- Wearing a lot of hats where my role evolves with the needs of the business
- Simplifying complex challenges and processes
- Finding, hiring, and developing a team
- Creating a positive, productive, and impactful work environment

Sample target companies

Consumer Products	Manufacturing/Distribution	Services
Benchmade	SawStop	A&R Solar
Kinco	TZ Medical	Evergreen Consulting Group
Revant Optics	Acumed	Timberlab
Skutt Ceramics	Oregon Tool	Energy 350

AMIRA HOUSTON

PRODUCT MANAGEMENT AND MARKETING LEADER

(503) 555-5687

amira.houston@gmail.com

www.linkedin.com/in/amira-houston

- 10+ years leading product management and product marketing for software, hardware and embedded products in B2B industries
- Executive leadership in startup and high-growth businesses in highly technical marketplaces
- **Looking for a Permanent or Fractional role leading Product Management or Product Marketing at an early or mid-stage growing tech company**

I create and foster:	for companies needing:
<ul style="list-style-type: none">• Product and go-to-market strategy• High-performing teams and capabilities in Product Management and Product Marketing• Organizational alignment, particularly across Sales, Marketing, and Engineering	<ul style="list-style-type: none">• New or upscaled product teams• Clarity on product vision and roadmap• Repeatable processes and data-driven decision making• Improved communication and cross-functional collaboration

Selected Accomplishments:

- ❖ Launched disruptive printing technology using a multi-brand strategy.
- ❖ Built and ran a new e-commerce channel business.
- ❖ Established global PM and marketing teams and processes in the US, Europe, and APAC.
- ❖ Migrated an on-premises process simulation software to an Enterprise SaaS solution.
- ❖ Created a channel with 35 leading partners for a medical device startup.

Sample Target Companies: Portland Metro area / 50-500 employees / \$10M to \$100M / B2B

Embedded Devices	Enterprise Software	Manufacturing
	Act-On Software	
	Akamai	
	Opal	

Most Recent Leadership Experience:

- Strategic Advisor at Hudson River Angel Group / Private Equity / Present
- VP Product Management & Marketing at Royco Intl. / Industrial Automation / 2020 – 2023
- Senior VP Brand Strategy at Royco Intl. / Industrial Automation / 2016 – 2020
- VP Marketing and Product Management at New Factor / Enterprise Software / 2011 – 2015