

JOHN DOE

PROFESSIONAL SUMMARY

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A results-oriented executive with over two decades of experience in driving revenue growth, optimizing profitability, and creating competitive advantage by blending people-centric leadership with disciplined operational strategies and purpose-driven growth. Expert in developing and executing pricing strategies for both B2B and B2C companies across various industries. Exhibits proven ability to collaborate with cross-functional teams, effectively communicate complex pricing concepts, and continuously analyze market trends to identify new growth opportunities, mitigate risk, and improve the customer value proposition. Leverages emerging technologies and industry best practices to drive pricing innovation and continuous improvement. Adept at collaborative problem-solving and implementing transformation initiatives to drive revenue and increase customer satisfaction. Eager to bring pricing management expertise and strong leadership skills to contribute to the company's overall growth.

CORE COMPETENCIES

Strategic Pricing	Data analysis	Talent development
Large-scale project management	Executive team leadership	Contract negotiations
Consulting skills	Strategic program management	Product management
Pricing and Profitability management	Project budget	Client retention
SaaS Technology solutions	Relationship-building	Analytical skills

WORK EXPERIENCE

Managing Principal Blue Company

3/19 – Present
Cary, NC

In charge of identifying new growth opportunities, creating proposals, preparing final documents for formal offerings, and providing strategic advice to private equity-owned medical products companies in developing world-class capabilities. Drives change and brings innovative ideas and solutions to diverse clients to facilitate the completion of their project objectives. Builds and maintains long-lasting and mutually beneficial relationships with clients and capitalizes on opportunities to target high-value leads. Proactively tackles undefined, complex challenges by employing advanced analytical and problem-solving abilities.

- Successfully improved pricing capabilities and overall financial performance for several key clients.
- Regarded as a subject matter expert in pricing, revenue management, and aftermarket service parts optimization.
- Provided recommendations for a new software platform for a benchmarking leader in the energy industry to establish a SaaS value framework.
- Conducted Voice of the Customer and internal interviews for strategic pricing engagement at a national building products distributor, summarized findings, and presented insights to internal teams and clients.

Senior Consultant, Pricing Strategy Red Company

7/20 - Present
Cary, NC

Provides general consulting expertise with a focus on strategic pricing by conducting a detailed evaluation of clients' revenue management capabilities, identifying gaps, and developing a long-term transformation roadmap and value proposition. Works with clients to improve client's profitability and market share through analytically driven pricing strategies, tools, and processes. Conducts client meetings and workshops to train clients on pricing tools. Conducts data analysis to uncover pricing opportunities and develop practical implementation plans.

- Exhibits project leadership skills with the ability to successfully manage multiple projects simultaneously and prioritize activities to meet project milestones.
- Leverages quantitative and competitive analysis proficiency coupled with demonstrated expertise with all MS Office tools including Excel, PowerPoint, and Word to develop effective pricing strategies and follow projects through to implementation.

Vice President, Global Aftermarkets Practice Blue Company

1/16 – 3/19
Cary, NC

Played a critical role in the development of global strategies to drive growth in the aftermarket parts and services dimension of the business across automotive, heavy-duty trucks, agriculture, construction, and technology sectors. Leveraged enterprise data and analytics to drive targeted aftermarket procedures while working in a cross-divisional and matrixed environment. Led by example a team of consultants to assess clients' current operations, provide constructive feedback and suggestions for improvement, and apply aftermarket expertise and best practices to grow revenue, increase productivity and efficiency, and deliver top-quality client experience.

- Coordinated a team of 10-12 employees and achieved over \$4m in revenue through consultancy practice.
- Managed a transformative initiative of aftersales capabilities for a global construction and mining OEM with operations across APAC and NA.
- Consistently achieved and exceeded financial forecasts and produced significant YoY growth due to strong business development ability and financial expertise.

Vice President Product Management & Customer Success
Green Company

5/10 – 7/15
Buffalo, NY

Developed and supervised a global team tasked with sales, product management, and engineering tasks to deliver value and ensure a high-level market position for the company's pricing software solutions. Created and implemented innovative solutions to modernize user interfaces and integrate market-leading functionality. Designed and executed a detailed business plan to support the company's mission and core values, uphold service standards, and promote a company-wide culture of customer success. Directly managed product managers and indirectly coordinated and managed a team of software engineers (some of them based in India).

- Accomplished 100% retention rates and more than \$2m in incremental revenue through the "Customer Value Program" aimed at improving customer relations and delivering business value.
- Worked closely with C-level executives to set short- and long-term performance goals and develop plans to achieve them.
- Regularly updated the leadership on revenue growth, brand and network expansion, and client retention.
- Assumed full P&L responsibility for two software products - one focusing on service parts pricing and the other on warranty and contract management.

Specialist Leader, Pricing & Profitability Management Practice
Gray Company

2/04 – 5/10
Buffalo, NY

Cofounded and built the pricing technology practice within the Pricing and Profitability Management Group. Assumed responsibility for a full spectrum of project management aspects, including resource allocation, project scope, timeline, and project budget. Delivered training sessions and guidance to more than 20 employees to maximize productivity and efficiency. Made key decisions through sound judgment to drive revenue as well as customer conversion, loyalty, and retention.

- Expertly managed large-scale projects from ideation to execution with fees of more than \$20m.
- Achieved over \$25m in annual recurring benefits by transforming the pricing program for a leading chemicals company and implementing a pricing software suite.
- Facilitated the management of a global product portfolio for a high-tech OEM by creating the pricing strategy, executing new pricing processes, and implementing an innovative technology platform.

CERTIFICATES AND LICENSURE

Project Management Professional (PMP)
Project Management Institute

EDUCATION

Master of Business Administration in Finance
Georgia State University, Atlanta, GA

Bachelor of Science in Computer Science & Mathematics
Vanderbilt University, Nashville, TN