

Michelle Grimord **EGGERS**

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Providing innovative & scalable solutions for high-growth technology companies

SUMMARY

Michelle Eggers is an innovative and strategic product manager, team leader, and operations director. Through her career, she has created and deployed leading-edge mobile, web, and social media solutions, capturing new revenue and cost-reduction opportunities. As an evangelist for what's possible, she pushes organizations to stretch beyond their existing technologies to create forward-looking products.

- Proven track record in designing and developing innovative product solutions
- Team-oriented approach to exceeding deliverable expectations within a highly evolutionary, iterative, and dynamic SaaS environment
- Effective at driving cross-functional consensus and team consensus
- Responsible for leadership of large teams and product strategy
- Innovation Management

PROFESSIONAL EXPERIENCE

UX/UI [Jobaline, Kirkland] 2013

Jobaline is a seed-stage startup, providing a connection between hourly workers and hiring managers.

- Responsive app and web design
- Defined and launched pilot affiliates program
- Developed social strategy
- Designed UX for corporate partnerships and strategic alliances
- Rapid iterations in a scrum environment

- Previous Positions -

Sesame Communications, Seattle [2007 – 2013]

Director of Operations; Web, Search & Mobile Products

With the belief that product managers need to be outspoken customer advocates, I led cross-functional teams to create and launch products that focus on consumer needs & market trends. By combining a deep understanding of the web and mobile industry with an emphasis on UX & IA, we were able to create innovative, scalable solutions that drove revenue for the business.

- Lead a \$10m⁺ business unit, directly responsible for maintaining a \$3.4m budget
- Consistently exceeded GAAP revenue targets, totaling a surplus of 15.8% in 2011
- Developed an energetic & passionate team culture that fostered internal growth
- Managed Web & Search Operations teams (design, production, content development, project management, SEO, PPC, social media) to ensure success of product development, launch, and support
- Implemented an incentive system to drive revenue and performance from key positions within the team
- Worked with executive team to overhaul departmental KPIs, allowing for open and clear communication regarding team expectations and performance
- Collaborated with sales, marketing, and existing clients to understand key functionality needs to be used in product roadmap and marketing materials
- Identified customer needs & helped to define company product strategy by researching market trends and conducting competitive analysis
- Wrote use-case models and product functional specifications for feature development for mobile, internal CMS, and web platforms
- Created presentations, sales tools, and demonstrations that highlight product features and benefits for internal and external user education

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- Collaborated with engineering teams, marketing, sales, and member support teams, to craft product launch strategies

Design Manager; Web & Mobile Products

As a cross-functional liaison, I was able to educate and evangelize the standards and processes of the Design Team as a whole. The Design Manager role focused on orchestrating the development and design of services, products, communications and systems, and ensuring great service delivery to the member.

Selected Accomplishments

- Defined, designed, and delivered Sesame Hub 1.0: A proprietary website development and maintenance platform that reduced build times by 30% and streamlined delivery process of websites.
- Developed and Launched Sesame Mobile v1.0-v2.5, accounting for 346k GAAP revenue
- Developed and Launched Provider Package program: A premium library content that has generated 150k revenue in 1.5 years, and is currently used as a business development platform to launch future corporate relationships
- Delivered the site architecture and user interface for the company's award-winning core software platform, Sesame 24-7
- Formed Innovation Squad, an extra-curricular team focused on driving grass roots initiatives
- Oversaw strategy and development of tradeshow videos
- Delivered corporate mobile site from concept to completion in under 2 days

CSS Developer [Ad Ventures, Seattle]

Developed compliant, feature-rich websites for corporate clients using CSS, DHTML, Flash, & Ajax

Senior Project Manager [Highline Community College, Des Moines]

Owned planning and delivery of web & graphic programs within a division of the college

EDUCATION & ASSOCIATIONS

BA, Design Management [Advertising & Interactive Media Design]

Art Institute of Colorado, 2006

Continuing Education & Professional Associations

- **[Speaker] SESAME WEBINAR SERIES:** New client acquisition, Understanding mobile, QR codes, SEO FAQ, Utilizing a contest platform and social media
- **SCHOOL OF VISUAL CONCEPTS:** "Designing for Mobile Devices", "Project Management for the Web"
- **BIZNIK SEMINARS:** Mobile Marketing & QR Codes, Professional Speakers Series
- Pioneer of executive mentorship program, Sesame Communications
- Strategic Envisioning: 3-day strategic planning workshop led by Mardig & Co.
- Igniting Innovation: 2-day innovation workshop led by Praxis Learning, LLC
- Toastmasters, VP of Public Relations – 2011