

# C. Graham Cohen

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**Home Address:** Westlake Hills  
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**Education:** The University of Texas, Austin, TX  
*Bachelor of Science - 1999*

**Website - Resume:** [GrahamCohen.com](http://GrahamCohen.com)  
**Website – Personal:** [GarageMontage.com](http://GarageMontage.com)

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**OVERVIEW:** A dynamic and creative product manager and lead consultant with nearly 20 years of expertise serving over 100,000 customers and ≈1200 unique projects. Demonstrated aptitude and success as a team leader, contributing to the analysis, design, management and realization of strategies and solutions for enterprise clients. Advanced proficiency in product lifecycle management, change management, content management, information organization and access, knowledge management and business process management.

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## **WORK EXPERIENCE:**

### **Kendra Scott, TX**

**October 2017 – present**

#### *Web Development Operations*

- Product owner of flagship, web-based Kendra Scott product creation and customization tool
- Administer all eCommerce, financial, A/B conversion testing, behavioral marketing and other vendor-provided product integrations across KendraScott.com
- Engage in cross-functional collaboration with eCommerce, Sales, Customer Service, Production, and Infrastructure to support website sales and customer lifecycle management
- Performance management, availability reporting, load-balancing and working with content delivery networks to improve the reliability and reduce the latency of systems.
- Provide business intelligence through data visualizations and dashboards across multiple, relational data sources for product & eCommerce insight to drive business decisions

### **Alien Vault, Austin, TX**

**March 2014 – August 2017**

#### *Web Product Manager*

- Create industry-leading innovative, transactional and commerce-related web products to continuously improve user engagement, conversion, retention and overall user experience
- Manage the end-to-end product lifecycle by collecting and analyzing needs, translating into innovative requirements, establishing time-tables and executing on new products and applications
- Deep experience and knowledge across numerous technology disciplines and functions, including Information Management, Business Intelligence, Data Warehousing, Analytics, Technology Strategy, Enterprise Architecture and Program Management
- Create and advocate business plans, ROI analysis, direct communications, support and unanimity across business groups (Engineering, Marketing, PMM, Partner & MSSP) to drive product evolution
- Organize the S.W.O.T. Team to strengthen marketplace strategy, mitigate risk and drive data-based business decisions through collective knowledge and analytical framework
- Leverage observational and experimental learning, user behavior and task analysis and lead scoring methodologies to optimize overall positioning and business intelligence
- Research and develop numerous split and multivariate web testing to target different segments of traffic, improve engagement and conversion and deliver personalized experiences at scale. Work with CRO organizations to expand footprint of testing program.
- Administer JIRA and Confluence projects and spaces, schemas and workflows across the organization for content and project management tracking, timelines and burn-down

### **Keller Williams, Austin, TX**

**April 2011 – February 2014**

#### *Product Manager*

**October 2005 – April 2011**

#### *Business Systems Analyst*

- Managed, planned and executed numerous product launches for 700+ offices and 85k+ employees in North America
- Directed CRM, Intranet and BackOffice solution initiatives within multiple development teams and online products, as well as development of flagship common internal components
- Performed gap analysis on products to ensure potential performance compares to actual and is consistent with use of resources
- Delivered comprehensive monthly summary of leads reporting to executive team
- Drove implementation of Agile with Scrum development methodology, resulting in achievement of internal and external customer requirements with improved product to release cycle times
- Assessed risks by analyzing multiple changes in product directions and working with stakeholders throughout release cycle, preventing costly missteps
- Improved top-down communication throughout the franchise by developing, launching and managing a collaboration, calendaring and document storage platform with direct and social media-like hierarchical messaging between the franchiser, regions, offices and associates
- Consistently achieved successful product releases through dedication to deadlines and by consistently meeting milestone dates
- Developed value proposition and content for products and collaborated with marketing teams to build effective communication strategies

- Reduced liability exposures by reviewing or drafting legal documents and regularly working with the legal team
- Hired and directed global vendors to ensure high-scale product releases outside of our standard company platform for special and compelling circumstances, driving customer engagement and increasing leads and transactions while staying within budget
- Partnered with executive and customer collaborators in creating documentation, presentations and assisting with live demos at international conventions
- Managed event budgets and negotiated costs, verifying that every dollar was well spent and extra costs were cut
- Planned and coordinated executive- and regional-level meetings and events, including technology booth organization, banner stands and brochure designs
- Managed and directed executive sessions at large corporate and in-house training events
- Managed creation and distribution of event videos, webcasts, event recordings, analyst and customer testimonials

**Great American Financial Resources, Austin, TX**

**April 2003 – April 2005**

*Business Analyst III*

- Implemented LifePRO client-server and administrative solution for United Teachers Associates Insurance Group's life and health insurance and annuity products
- Streamlined insurance policy administration through the flexible product engine, accounting and billing systems
- Maintained project schedules and implemented process changes or system modifications to accommodate new business integration throughout the organization
- Performed efficiency reviews of internal and external service delivery and Sarbanes-Oxley adherence
- Troubleshoot and debugged all varieties of errors throughout LifePRO, including confirmation and reporting of system “bugs”
- Built complex queries and reported from SQL relational databases
- Developed test plans with comprehensive scenarios
- Created reports and ensured proper placement of business controls
- Documented and trained product business groups in existing and new practice
- Organized and reported month-end claim balances
- Maintained specialized knowledge of day-to-day operations of multiple business units
- Identified gaps and recommend company-wide improvements
- Presented routine or investigative summaries to executive management

**Applied Materials, Austin, TX**

**February 2000 – November 2001**

*Manufacturing Engineer*

- Configured and managed the Bills of Material (BoM) for Epitaxial (EPI), Rapid Thermal Processing (RTP) and High Temperature Film (HTF) systems on Centura platforms
- Developed, implemented and maintained methods for process and operation in Final Test
- Managed the beta SRT (Scanning, Reconciliation and Toting) software and developed a knowledge base for the BoM structures of RTP, HTF, and EPI
- Accountable for 100% of Transistor Capacitor Group (TCG) systems shipped in Q3, Q4, Q1 2000 and Q2 2001
- Composed documentation and procedure for repeatable step-by-step processes before ISO 9000 audit (i.e. facilitation, tear-down and final test of all TCG platforms)
- Worked outsourcing recommendations and negotiations

**TECHNICAL SKILLS:**

**SaaS:** Jira (Admin), Confluence (Admin), Salesforce (Admin), Marketo (Admin), Amazon Web Services, Google G-Suite (Admin), Microsoft O365, Slack, Zendesk & Desk, Footprints (Admin), Trust Radius, Consensus,

**A/B Testing:** Optimizely X, VWO, MixPanel, Google Experiments, Crazyegg, Sessioncam,

**Reporting:** Google Analytics, Hotjar & Mixpanel, Tableau, SQL & MYSQL, TOAD & PLSQL, Excel

**Marketing:** Google Doubleclick (DFP), Google Adwords & Adsense, Demandbase & Concur, Clearbit, Consensus & Vidyard, SnapEngage

**Hardware:** Installation, configuration and troubleshooting of all standard/non-standard desktop, workstation and laptops; their components and peripherals, including SATA, SCSI and RAID (0, 1, 5) storage

**Software:** Expression Engine, Drupal, Wordpress, PLSQL, Toad, Oracle and various other relational database applications, Microsoft Enterprise, Access, Excel, Word, Outlook, PowerPoint, Photoshop, Balsamiq, AutoCAD, Screaming Frog & other SEO crawling tools.

**Languages:** HTML, CSS, Basic JavaScripting, SQL, A+

**VOLUNTEER EXPERIENCE:**

**Ladybird Lake, Austin, TX**

**Summer 2011**

*Trash Remover*

- Organized group cleanup of LadyBird Lake. Coordinated with Keep Austin Beautiful

**McKinney Falls State Park, Austin, TX**

**Spring 2012**

*Trash Remover*

- Organized group cleanup and boat usage for waterfall areas. Coordinated with CleanSweep of Austin

**Angel House Soup Kitchen, Austin, TX**

**2012– 2013**

*Server*

- Provided meals for homeless in East Austin

**LANGUAGES:** English (fluent); German (proficient)