

BRADLEY J. SMITH

Product Management and Digital Marketing Leader

Accomplished Product Management Leader with extensive experience in Internet of Things (IoT), Software as a Service (SaaS), new product development, and digital marketing. Proven success at rapidly delivering concepts from ideation to launch, developing product strategies that generate profitable revenue growth. Expert in creating unique SaaS and mobile products with intuitive user experiences that deliver superior performance and customer satisfaction. Skilled at delivering breakthrough products that exceed customer expectations while maximizing shareholder value.

Dynamic leader with consistent track record of facilitating high performance cross-functional teams, fostering a culture of collaborative and user-driven product innovation. Equally adept at leading the execution of the Agile development process and cultivating long-term product strategy with executive stakeholders.

[New Product Development](#) | [Strategic Planning](#) | [IoT](#) | [SaaS](#) | [Agile Development](#) | [UX Design](#)
[Digital Marketing](#) | [Team Building & Mentoring](#) | [E-Commerce Strategy](#) | [Product Marketing](#)

PROFESSIONAL EXPERIENCE

The Master Lock Company | Oak Creek, WI
Director of Software Product Management

February 2018 – Present

Leading product management team responsible for all IoT software integrated with physical security products. Scope of software responsibility includes web-based administration platforms, native mobile applications, and device firmware. Additional responsibilities include leading Marketing and Inside Sales functions within the Connected Products strategic business unit, as well as membership in IoT and E-Commerce working groups at Fortune Brands Home & Security, the parent holding company of The Master Lock Company.

Key Achievements:

- Led the launch and commercialization of Master Lock Vault Enterprise in November 2018, an IoT software access management platform built for businesses to efficiently manage and monitor access to property and equipment, generating 3,300+ new customers and \$1.2M revenue in first year.
- Developed and launched marketing automation campaigns to educate and engage new customers at scale, the first automation implementation at Master Lock.
- Led the development and creation of dynamic data visualization dashboards to deliver insights on market adoption and usage trends.
- Led the launch, commercialization, and pricing strategy of Master Lock Vault SDK, an integration API suite to enable interoperability of Master Lock IoT hardware with 3rd party platforms; launched the first recurring revenue software model at Master Lock.
- Led the launch, user experience design, and release of Master Lock Vault Home in January 2020, an all-new integrated IoT lock and software access platform built for personal and home use, replacing legacy platform at End of Life (eLocks).



- Led user research and experience design project with international design firm to refine customer workflows and deliver superior visual design, including end-user field observations and customer journey mapping.
- Coached and led Product Management team in establishing consistent product roadmaps, aligned with overarching corporate goals and driving alignment with Hardware and Firmware engineering.

Retail Toolkit | Milwaukee, WI
General Manager and Head of Product

March 2017 – February 2018

Led product development and business growth for a retail software startup, which provided specialty retailers with inventory analytics and demand forecasting via integration with leading Retail Management Systems and integrated IoT people counting sensors. Drove the product roadmap and development in an Agile software development environment and executed voice of customer research. Led business development partnership programs with influential industry organizations to ramp market visibility and sales growth.

Key Achievements:

- Led the selection, hardware specifications, and integration of internet-connected people counting sensors to deliver in-store insights on shopper traffic patterns, sales conversion rates, and staffing alignment.
- Collaborated with software engineering teams to put Agile Kanban development process in place with direct integration and synchronization with customer-facing support ticketing system to drive efficiency and scalability.
- Developed product positioning, value proposition, and integrated marketing campaign which yielded 55% revenue growth in 6 months since launch.
- Secured partnership with National Bicycle Dealers Association and participated in national dealer meetings, which led to 30% of top national retailers adopting the solution.
- Led the specifications and development of proprietary email marketing automation solution, which delivers highly personalized and targeted email marketing based on the customer lifecycle and in-store purchases.

ARI Network Services (ARIS) | Milwaukee, WI
Vice President of Product Management, Digital Marketing

January 2014 – March 2017

Led Product Management and Digital Marketing teams at ARI, developing integrated strategy for 15+ B2B products and services used by 22,000+ customers across 7 vertical markets (Power Sports, Automotive, Home Medical, Outdoor Power Equipment, Marine, Appliance, and RV), generating \$53 Million in FY17 worldwide. Developed 3-year product and services strategy aligned with emerging market trends and Corporate objectives.

Drove definition Product Management and Digital Marketing structure and culture, ensuring the development and mentoring of 20+ member team. During tenure, collaborated on successful screening, selection, and integration of 7 acquisitions over 9 years.

Key Achievements:

- Led product teams that drove \$2.5M recurring revenue growth of Website product segment over 2.5 years via organic sales growth.
- Executed Product Strategy and collaborated with broader Executive team to drive record annual performance, posting 22% CAGR over 3 years with profitability outpacing revenue growth.



- Revamped Digital Marketing business model, product mix and leadership, reversing flat, high-churn revenue trend to producing 60% growth in first year via customer-driven product development.
- Developed standardized Agile Product Development framework for corporation and subsidiaries, establishing consistent, best-practice process for taking products from ideation through delivery.
- Defined formal Product Management and Digital Marketing organizational roles, KPIs, and career pathing, drastically improving quality and consistency of product development execution and results.
- Pioneered proprietary Dealership inventory and photo management mobile app for iOS and Android, generating over \$25k add-on incremental monthly recurring revenue after launch.

ARI Network Services (ARIS) | Milwaukee, WI

August 2012 – December 2013

Director of Product Management, General Manager of Aftermarket Content Publishing

Led Product team managing ARI's B2B eCatalog product suite, with a worldwide user base generating over \$12M of revenue annually. Developed consistent processes for core Product functions, including go to market plans, product performance and financial reporting, and Agile software development processes.

Directed integration and growth strategy of Ready2Ride, a data authoring and enrichment business acquired in Indiana. Led Business Development and managed P&L to ensure consistent performance to budget.

ARI Network Services (ARIS) | Milwaukee, WI

March 2009 – August 2012

Product Manager

Managed full lifecycle of nine B2B products with emphasis on user experience design, conversion rate optimization, competitive benchmarking and positioning, and product marketing. Researched market needs, developed requirements, and established product roadmap for a team of eight developers in an Agile development environment. Designed product UX and wireframes, and performed rapid prototyping using HTML/CSS/JavaScript. Deployed Google Analytics and Webmaster Tools for data-driven decision making.

ARI Network Services (ARIS) | Milwaukee, WI

February 2008 – March 2009

Professional Services Manager

Led the implementation and design of e-commerce websites for dealers and OEMs. Managed team of three personnel performing design, development, and training activities, producing 50+ custom websites monthly. Regularly consulted with customers, design team, sales, and engineering to prioritize feature development on proprietary CMS.

ARI Network Services (ARIS) | Milwaukee, WI

July 2007 – February 2008

Web Designer

Provided end-to-end strategic consultation and development of OEM and dealership websites on proprietary website CMS. Provided SEO and SEM consultation to increase sales. Technical skills: HTML, Javascript, CSS, Photoshop, SEO, SEM, Flash.

**Army National Guard 32nd Infantry Brigade
Staff Sergeant (E6)**

January 2001 – January 2007



Led soldiers as a Forward Artillery Observer (13F), with Secret security clearance. Served in Kuwait, securing Shuaiba Port during Operation Iraqi Freedom. During deployment directly led combined task force of six US Army personnel and six US Navy personnel in security operations with zero security breaches.

EDUCATION

Northwestern University | Evanston, IL
Executive Education: Managing Product Design & Development
Certificate

Massachusetts Institute of Technology | Cambridge, MA
MIT Professional Education: Internet of Things: Roadmap to a Connected World
Certificate

Stanford University | Stanford, CA
Stanford Directors' College
Certificate

University of Wisconsin MBA Consortium | Eau Claire, WI
Masters of Business Administration; Marketing emphasis
GPA 4.0/4.0

University of Wisconsin MBA Consortium | Shanghai, China; Seoul, South Korea
International Supply Chain Consultation with Fortune 500 Manufacturing Organization.

University of Wisconsin - Stevens Point | Stevens Point, WI
Baccalaureate Degree; Web and Digital Media Development, Spanish
GPA 3.49/4.0

US Army Primary Leadership Development Course | Camp Shelby, MS

University of Westminster | London, United Kingdom
Semester European history and culture study with travel to eight Western European countries.

