

BRADLEY J. SMITH

Product Management and Digital Marketing Leader

Accomplished Product Management Leader with extensive experience in 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 Millions in profitable revenue growth. Expert in creating unique SaaS and mobile products with intuitive user experiences that deliver superior performance. 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](#) | [SaaS](#) | [Agile Development](#) | [UX Design](#)
[Digital Marketing](#) | [Team Building & Mentoring](#) | [E-Commerce Strategy](#) | [Product Marketing](#)

PROFESSIONAL EXPERIENCE

ARI Network Services (ARIS) | Milwaukee, WI

January 2014 – Present

Vice President of Product Management, Digital Marketing

Leading 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, Marine, Appliance, and RV), generating \$47 Million in FY16 worldwide. Forging 3-year product and services strategy aligned with emerging market trends and Corporate objectives.

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

Key Achievements:

- Led teams to generation of \$2.5M recurring revenue growth of Website product segment over past 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 past 3 years with profitability outpacing revenue growth.
- Revamped Digital Marketing business model, product mix and leadership, reversing flat, high-churn revenue trend to producing 53% growth in 9 months 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, now generating \$23k incremental monthly recurring revenue in under two years.



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 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.

Key Achievements:

- Developed free trial growth strategy and marketing of new product offering, a product now generating \$600k annual revenue and 64% CAGR.
- Led development of two major Manufacturer (“OEM”) product updates, comprised of voice of customer enhancements identified via market research, on-site customer interviews and customer surveys.
- Collaborated with outside sales to secure six figure data licensing engagement with one of the largest consumer e-commerce websites in the US.
- Created ongoing internal education series developing technology and domain knowledge within the Product team on topics including Kano Model, UX principles, SEO, Product Positioning and more.

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.

Provided cross-functional leadership to sales, project management, and technical support teams to ensure the ongoing growth of all products. Served as solutions architect, collaborating with outside sales to assess Enterprise customers’ needs and design expanded solutions around core products.

Key Achievements:

- Successfully launched new e-commerce parts lookup application, now generating \$1.75M annually and saving an additional \$1.2M annually via deployment of technology to acquired business.
- Established improved product implementation processes that reduced application setup costs by 66%.
- Collaborated with outside sales to secure six figure custom development engagement with major Outdoor Power manufacturer for consumer e-commerce parts portal with automated Distributor sourcing and drop-shipping.
- Designed and launched first full self-provisioning SaaS product at ARI, enabling customers to sign up, pay for, and access product immediately online, a breakthrough in scalability and product deployment costs.
- Launched major product reboot consisting of rebuild of website CMS design framework, administrative tools, and checkout process with fully automated migration of over 1,000 websites over course of 24 hours with minimal down time and zero customer losses.



ARI Network Services (ARIS) | Milwaukee, WI
Professional Services Manager

February 2008 – March 2009

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
Web Designer

July 2007 – February 2008

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

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.



AWARDS AND ASSOCIATIONS

ARI Innovation Award (2) – 2011, 2013
ARI PRIDE Award: People Oriented (2) – 2009, 2012
ARI PRIDE Award: Delivery and Execution – 2009
ARI President’s Award – 2009
ARI Exceptional Savings Award –2008
ARI Performance Excellence (2) – 2008, 2009

Army Achievement Medal (2) – 2005, 2006
Army Good Conduct Medal
Federal Humanitarian Service Medal – 2005

PRESENTATIONS

Retailer of the Future: Omnichannel Strategies and Tactics. Marine Dealer Conference Expo. 2016. Orlando, FL.

Strategies for Maximizing Customer Lifetime Value. American International Motorcycle Expo; Marine Dealer Conference Expo. 2014. Orlando, FL.

Under the Hood: The Nuts and Bolts of Aftermarket Product Data. Channel Advisor Catalyst. 2014. Las Vegas, NV.

Lean Principles in Software Development Guest Lecture. University of Wisconsin at Parkside. 2014. Kenosha, WI.

Automotive E-Commerce Roundtable with Amazon, eBay, ARI, DCi, and Order Pigeon. Channel Advisor Catalyst. 2013. Las Vegas, NV.

Maximizing Online Visibility - National and Local Search Engine Optimization. Tucker Rocky National Dealer Convention. 2013. Dallas, TX.

