

Emmy Quinn

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Product marketing professional with a background in product management. Skilled in market research, product roadmap and launches, enablement and event management. An articulate communicator with an enthusiasm for building great products and executing on comprehensive strategies to drive revenue.

PROFESSIONAL EXPERIENCE

Jive Software

San Francisco, CA

Global enterprise collaboration software company.

Senior Product Marketing Specialist

January 2017 – Present

- Developed go-to-market strategy, product positioning, value proposition and competitive sales assets for enterprise search solution with a \$207M SAM and \$23M in expected annual revenue add.
- Partner with product management in strategically defining minimum viable product and roadmap to bring enterprise search solution to market by completing competitive research and customer interviews.
- Tested product positioning, pricing and packaging by conducting focus groups to maximize revenue potential of next-generation solutions.
- Drove product launch partner enablement through webinars and release sales materials, including new feature deep-dives, release schedules and training decks.
- Led customer conference Product track (8 sessions) for over 2,400 attendees, resulting in an increase of attendance by 10% for the only revenue generating conference track.

Velos, Inc.

Fremont, CA

Software company developing clinical research technology for academic medical centers.

Product Manager / Marketing Coordinator

July 2015 – January 2017

Management Associate

September 2013 – July 2015

- Built communication strategies and materials, including field presentations of existing and prototype modules, for current and potential customers of the Velos IDS product to gain leads, customers and awareness.
- Developed product roadmap for multiple versions based on product strategy, current and potential customer demand and workflow driven improvements.
- Collaborated with team of 5 (including 3 offshore members) to spearhead new product introduction (Velos IDS) and launch activities in tight partnership with sales and program management.
- Analyzed customer application use by creating and running SQL scripts to detect patterns in application usage; used data to improve internal understanding of customer behavior and restructure buyer personas to help demand generation and sales advisory.
- Supervised team of three with \$60,000 budget to organize and conduct 2-day company annual meeting with 20+ education and user group sessions for 100 attendees (2014-2016).
- Built targeted email campaigns to reach customers and non-customers and drive market awareness.

Detail Graphics & Research

Santa Clara, CA

Performs data analyses and creates visual trial exhibits.

Founder & Chief Analyst

December 2011 – August 2013

- Created a business to analyze healthcare data and prepare trial exhibits for attorneys.
- Independently researched, analyzed and summarized complex data for use during trial.

EDUCATION

Santa Clara University

Santa Clara, CA

Leavey School of Business: Bachelor of Commerce in Finance; Minor: International Business

June 2013

INTERESTS & VOLUNTEER EXPERIENCE

Skills: SQL, HTML, CSS, Adobe Photoshop, Salesforce.com, WordPress

Affiliations: Founded 40-company Annual Holiday Toy Drive, Women of the 415