

**KIRK SHULMAN**  
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## **BUSINESS INTELLIGENCE SPECIALIST**

Sr. Business Planner with 10+ years of experience delivering customer insights, decision support, and business health reporting through team management and cross-functional collaboration. A data-driven problem solver with strong statistical, quantitative, analytical, and communication skills.

### **AREAS OF EXPERTISE**

Analytics and Data Management	Dashboard Design	Data Governance and Audit
Requirements Definition	Demos, Presentations	Qualitative Studies / Interviews
Competitive and Market Analysis	Customer Acquisition/Retention	Community Building, Evangelism
Customer Insights	Data Visualization	Training and Sales Enablement

### **TOOLS AND SOFTWARE**

Business Intelligence (BI) and Database: SQL, Tableau Desktop, PowerBI, Access  
Web Analytics Tools: Google Analytics, Adobe Omniture || Cloud: Azure, AWS, IaaS, PaaS, SaaS  
Microsoft Office Suite: Word, Excel, PowerPoint, Project, Visio

### **PROFESSIONAL EXPERIENCE**

MICROSOFT 2013 to Present  
Senior Product Planner, Cloud and Enterprise (C+E), Developer Tools – Redmond, WA  
Product Planner, Bing/MSN – Bellevue, WA  
Drive developer's adoption of the Azure cloud development platform via Visual Studio (VS) Integrated Development Environment (IDE), Visual Studio Team Services (VSTS), and Microsoft Developer Network (MSDN) subscriptions.

#### **Data Analytics and Team Management**

- Managed a development team of four resources (DBA, UI Developer, Business Analyst, and Project Manager) to build and maintain DevBI, a business intelligence portal that aggregates multiple data sources to provide license data and customer behavior landscape to C+E sellers and marketers
- Built a dashboard by combining data sets from multiple data sources to answer tactical and strategic business questions.
- Implemented a digital marketing content discovery platform on 21 MSN International sites to boost monetization and drive traffic recirculation – resulting annual revenue is \$1.1million.
- Managed \$1M in contracts for vendor resources supporting the DevBI site and War Room initiatives.

#### **Customer Insights and Cross-Functional Team Collaboration**

- Worked with data scientist team to identify audience cohorts based on site visitor demographics, to deliver sticky products like Package Tracker
- Conducted over 30 interviews with partners and field leads to drive insights about Microsoft's end-to-end sales process, understand the customer journey, and compete more effectively with Amazon Web Services (AWS).
- Collaborated with Engineering and Data Science teams to define roadmap and requirements for DevBI based on field interviews and feedback.

#### **Training, Community Building, and Evangelism**

- Educated Microsoft's 400+ sales team via on-site and virtual sessions on VS Licensing, Account History, Offers, Product and Benefit Consumption, and Upsell Opportunities both in-person and over Skype.
- Fostered a community of Azure sellers through one-on-one chats, customer visits, and conference sessions that provided its members with best practices on finding new business and closing deals.

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MONSTER / MILITARY.COM – McLean, VA 2011 to 2013

Senior Product Manager

Responsible for Veteran Jobs channel on Military.com. Led the customer experience research, product development, and go to market strategy for Military Skills Translator (MST) product, a tool to help US Veterans find jobs by translating their military experience into equivalent civilian competencies.

- Led the complete software development lifecycle including product strategy, design, software development, testing, and go to market of Military Skills Translator Platform (MSTP) driving \$750k revenue in 2012
- Delivered and project managed 30 MST implementations and Monster Core product integrations.
- Provided pre-sales support and sales enablement with product demos and marketing collateral to accelerate the sales cycle.
- Trained Monster's 300+ sales force on MST product positioning and differentiation.

RISKMETRICS GROUP (formerly Institutional Shareholder Services) – Rockville, MD 2007 to 2010

Senior Product Manager

Managed the launch of ProxyExchange, a financial services product for proxy voting. Engaged with clients to demo the product and validate product roadmap.

- Led business requirements analysis for products responsible for over \$5MM in direct revenue.
- Partnered with customers and executive leadership to problem-solve tactical data needs. Productized the data feeds, resulting in over \$100K direct revenue.
- Led a cross-functional committee to ensure the new platform was optimized for day-to-day operations.
- Authored a 200+ page wiki-based knowledge center that saved over \$50k in phone-based client support.

TIME WARNER / AOL - Virginia 2004 to 2006

Senior Business Analyst and Program Manager

AOL - Dulles, VA

Managed implementations for a subscription digital music service. Developed Use Cases, User Personas, Design, Specifications, and Test Plans to help QA hardware and software solutions. Competition and market trends research in the music industry.

- Partnered with Microsoft and Intel to develop a Windows Media Center application for MusicNow that would expand the service beyond the PC to other internet-enabled devices such as consoles and set-tops.
- Evaluated over a dozen consumer device manufacturers through on-site visits and tradeshows to support the AOL Music and AOL Video products.
- Created contract template in conjunction with the legal team to streamline the negotiation and agreement process.

#### EDUCATION and CERTIFICATIONS

Tableau, Qualified Associate (2015)

Seattle, WA

Kellogg School of Management

Chicago, IL

Applied Statistics for Marketers (2013)

University of Maryland, Smith School of Management

College Park, MD

Master of Business Administration (MBA), Strategy and Supply Chain Management

Babson College

Wellesley, MA

Bachelor of Science - Managerial Accounting and Management Information Systems