Kirk Shulman

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PRODUCT MANAGEMENT AND ANALYTICS SPECIALIST

Senior Product Leader with experience delivering program performance insights through dashboards, monthly business reviews, and cross-functional collaboration. Innovative problem solver with strong quantitative, operational, analytical, and communication skills who thrives in fast-faced, results-driven environments. Catalyst for strong, sustainable revenue growth driven by pragmatic, focused product marketing strategies.

AREAS OF EXPERTISE

Incentives and Sales Channel Strategy | Marketing and Sales ROI Analysis | Product Demos and Presentations
Use Cases and User Personas | Go To Market (GTM) | Quantitative and Qualitative KPIs | Data Flows (DFD)
Sales Training | Partner Enablement |Competitive Research | Customer Acquisition | License Optimization
PowerBI and Tableau Expertise | Customer/Partner Interviews | Product Requirements Document (PRD)

EXPERIENCE

MICROSOFT - Redmond, WA   **2013 - Present**

Senior Marketing Manager, Partner Incentives and Compete, Modern Workplace (MW)
Launched and ran a $60M global partner incentive program, managing a cross-functional, remotely distributed team consisting of engineering, ops, business analysts, finance, and go to market specialists.

Strategy, Insights, and Compete
- Led strategy definition for Modern Work incentives, which distributes $1.2B in partner payments.
- Conducted Return on Investment (ROI) analysis on partner incentive programs. Identified savings of over $25M imposing a time limit on claim eligibility and tighter controls around performance reporting.
- Ran a $150k compete study evaluating partner incentives in Security and Phone space, resulting in overhaul of incentive rates and programs.

Product Definition and Agile Software Development Lifecycle (SDLC)
- Worked with Engineering, Reporting, and Operations teams to define requirements and wireframes to enhance partner's claiming, processing, and audit experience.
- Reduced engineering back-log and time to market by 3 months by creating a scalable, re-usable product framework that could be leveraged across multiple business units.

Customer Voice, Training, and Demos
- Conducted over 40 focus groups and round-tables with partners across the globe to learn about partner pain-points, and drive meaningful product improvements such as inter-program connectivity.
- Ran monthly office hours to educate Microsoft sellers and marketers on how to leverage reporting to grow their business, meet quotas, and benchmark against global performance.
- Trained hundreds of Microsoft Partners on incentive program benefits and claim submission, leading to improved program satisfaction and 20% new claims growth YoY.

Senior Product Planner, BI and Sales Support, Cloud and Enterprise (C+E), Developer Tools
Managed a team of four (DBA, UI Developer, Business Analyst, and Project Manager) to build and maintain a BI portal which provided usage, sales, and compete data to sellers and marketers, enabling them to land over $300M in Developer Tools revenue.

- Designed visualizations and dashboards for BI portal that provided an end-to-end view of the customer including licensing positions, total revenue, key sales contacts, and product utilization, reducing data discrepancies and improving renewals and deal win rates by 10-15%.
- Operationalized a monthly business review (MBR) that evaluated performance of the program against KPIs such as Budget Spend and Forecast, ROI, Acquisition Cost, Lifetime Value (LTV), Active Users (MAU), Revenue Targets, and New Customer Growth - to align business goals to channel incentives and shape the program's strategy.
- Educated Microsoft's community of over 20,000 field sales team and partners, on topics such as Volume Licensing, Partner Incentives, Partner Program Changes, and Upsell Opportunities.

Product Planner, Home Page and Mobile App Compete, Bing/MSN
Worked with Engineering and the Data Science teams to define requirements and wireframes for MSN Mobile app and Homepage.

- Ran Go to Market (GTM) for an MSN feature designed to reduce churn.
- Synthesized feedback from end-user interviews and focus groups into roadmap and requirements for Engineering and Data Science teams.

MONSTER / MILITARY.COM – McLean, VA   2011 - 2013
Senior Product Manager
Oversaw 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 software development lifecycle including product strategy, design, software development, testing, and Go To Market (GTM) of Military Skills Translator Platform driving $750k revenue
- Provided pre-sales support and sales enablement with product demos, training, and marketing collateral to accelerate the sales cycle.

RISKMETRICS GROUP – Rockville, MD   2007 - 2010
Product Manager
Managed the launch of ProxyExchange, a financial services product for proxy voting. Worked with the engineering team to define product requirements including user personas, workflow dependencies, and data architecture, to ensure the product was compatible with legacy systems.

- Engaged with clients to demo the product and validate the product roadmap.
- Led a cross-functional committee to ensure the new platform was optimized for day-to-day operations.

EDUCATION AND CERTIFICATIONS

Master of Business Administration (MBA), Marketing, University of Maryland - Smith School of Management
Bachelor of Science (BS), Management Information Systems, Babson College - Wellesley, MA
Microsoft 365 Fundamentals, MS-900 Certification
Tableau | Seattle, WA - Qualified Associate
Kellogg School of Management | Chicago, IL - Applied Statistics for Marketers