

SARAH J. KRAUTMANN

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Senior Technology Marketing Project/Program Manager

Recognized expert and top consultant in the technology space, specializing in driving global programs related to new product launch, sales enablement, partner engagement, and marketing.

Product and technology expertise spans Cloud/SaaS Applications; Desktop Software; Mobile Applications; Professional Services; Bar Coding & RFID Technologies; Storage Area Networking (SAN); and Business Intelligence & Data Warehousing Tools. Market segment expertise includes Enterprise B2B Customers; B2C Audiences; Partner, Developer & ISV communities, and (SMB) organizations.

Reputation & Key Differentiators

- ✓ **Superior collaboration skills**; able to work with an enormous mix of stakeholders to drive key projects forward, calmly and professionally, ensuring that all key milestones/deliverables are met despite the presence of challenging obstacles, departmental politics, and historical turf battles
- ✓ **Insatiable curiosity**; able to engender high levels of program success by quickly mastering group dynamics, displaying empathy, thinking hard about underlying stakeholder and customer motivations, and allocating the available mix of resources, budgets, and manpower for maximum impact
- ✓ **Extremely reliable**; able to fully "own" projects from end-to-end, radiating accountability, executing critical tasks with minimal supervision, and applying years of experience as a consultant to assess ongoing project risks and rapidly address any setbacks or emerging issues that might lead to project failure

Core Competencies

- ▶ Product Introductions / Launch Events
- ▶ Sales Campaign Planning & Enablement
- ▶ Market Research & Competitive Intelligence
- ▶ Focus Groups & Customer Experience
- ▶ Field Sales Team Communications
- ▶ Project Planning & Resource Allocation
- ▶ Scope, Schedule & Budget Determination
- ▶ Go-to-Market Planning & Strategy
- ▶ Product Lifecycle & Roadmap Development
- ▶ Requirements Gathering & Feature Specification
- ▶ Partner Development & Program Management
- ▶ Project Risk Analysis & Risk Management
- ▶ Customer Acquisition & Lead Generation
- ▶ Pricing, Branding & Differentiation

Employment History

GREENLINE CONSULTING
Sr. Project Management Consultant

Bellevue, WA: 2011-Present

Expedia Partner Services: Operational Excellence Project [07/2015 – Present]

Strategic advisor assigned to Expedia's partner-facing online services team, tasked with driving key platform improvements and helping create an optimal user experience for Expedia customers.

- Have advised Expedia's Partner group on Agile release excellence practices for over 50+ feature releases
- Played lead role in managing risk reviews associated with 100+ feature upgrades for the Partner Platform
- Provide Director-level strategic guidance on change management and process improvement issues

Expedia Global Operations: Release Transformation Project [10/2011 – 07/2015]

Provided strategic consulting services to enable global transformation in worldwide support and services product release management. Responsible for process improvement, risk management, and implementing product/services release management changes designed to improve customer and partner experience.

- Lead Advisor for global Expedia e-commerce / devops releases involving 250+ team members
- Facilitated monthly Sr. Executive Customer Service release reviews involving 15+ global launches
- Conducted 25+ formal Post Mortem reviews designed to identify key areas for process improvement
- Delivered monthly reports directly to Expedia's COO on project opportunities, risks, and progress

Employment History (cont'd)

Concur Technologies: Online Support Services [04/2009 – 10/2011]

Project Manager responsible for developing customer-facing cloud documentation for this leading expense software developer, utilized by over 200,000 enterprise customers worldwide. Accountable for editing, developing, and releasing over 1,000 support articles across multiple subsidiaries within a fast-growing rapidly-changing incubation environment.

- Authored support-related documents in collaboration with multiple work streams and stakeholders
- Led document review processes with over 50 SMEs without missing a single assigned publication deadline
- Played key role in ensuring Premier and Cloud Partner updates were embedded into field communications

Avalara: Partner Loyalty Research [02/2010 – 04/2009]

Responsible for conducting primary market research with 50 leading Avalara System Integrator (SI) and Independent Software Vendor (ISV) partners to help the group effectively determine deal size, revenue economics and identify partner insights to assist with partner recruitment.

- Developed a comprehensive research questionnaire via collaboration with 4 cross-functional teams
- Obtained partner nominations and conducted in-depth telephone interviews to gather further insights
- Compiled and analyzed detailed metrics (e.g. margins, sales cycles) involving 120 individual deals
- Developed reports providing both aggregate—as well as individual—work stream observations and insights
- Correlated findings with 3rd-party industry analyst research to develop “to-partner” presentation materials

Velocity Software: VeloByte Retail Launch [11/2008 – 02/2010]

Program Manager supporting the high-profile VeloByte financial software launch into the Retail Channel; provided leadership to a team of 17 stakeholders with ownership of all team communications, work stream and deliverable definitions, and the preparation and delivery of executive status reports.

- Managed key presentations for multiple international and internal retail marketing conferences
- Set team policy and corporate standards with regard to global retailer launch activity restrictions
- Managed \$1.5M budget including cross-charging and exceeding all marketing spend investment goals

PIONEER CONSULTING

Issaquah, WA: 2005-2008

Sr. Marketing Project Manager

Sierra Systems: Hispanic Consumer Pilot Program

Led 4-month, \$3M pilot program designed to validate the Hispanic consumer market opportunity for Sierra's web-based payment card system. Drove all strategic planning discussions and led daily execution of a 35-member team, leading to a successful commitment by the organization for future investment.

- Developed timelines, activity sequencing, risk analysis, and course-correction recommendations
- Managed the selection process for PR, Advertising Agency, and Retail Merchandising vendors

SUPERDATA

Seattle, WA: 1999-2005

Director, Business Development

Recruited to build strategic alliances and forge new channel partnership agreements for this privately-held data warehousing Application Service Provider.

- Closed 7 direct clients—valued at \$650,000 per annum—within the first 100 days of hire
- Built the company's U.S. partner pipeline and led a direct mail initiative that achieved a 20% response rate
- Developed new strategic partnership with APAC distributor, delivering \$1.4 million in annual revenues

C-LINK CORPORATION

Bothell, WA: 1996-1999

Channel Sales Manager

Recruited to establish new distribution/reseller channels for this online storage technology provider.

- Enlisted \$4 million in new distribution agreements with Exeter, Wall Data and Beltway Systems
- Averaged 123% of quota in first six months and added 95 new reseller partners within a single year

Education & Additional Information

MBA | Emory University, Goizueta Business School, Atlanta, GA, 1996

BS Degree | Wichita State University, Wichita, KS, 1994

Software Proficiency | MS Office, MS Project, MS Dynamics, SharePoint, Tableau, Oracle, SAP