

JOSH COCHRAN

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ENTREPRENEUR // PRODUCT MANAGER // CUSTOMER SUCCESS

Highly adaptive and resourceful product leader and entrepreneur with over 15 years of experience creating and executing products and programs that enhance the user experience and drive customer adoption and engagement. Leader of high-performing and globally dispersed teams ensuring strong collaboration and alignment with multiple cross-functional departments.

CORE KNOWLEDGE & SKILLS

Agile Methodology	Data Analysis
User Documentation	Data Visualization
API Optimization	Creative Problem Solving
Product Design	Training Developer & Facilitator
Graphic Design	

SOFTWARE TOOLKIT

Aha!	JIRA
Miro	Advanced Excel
Adobe PS // AI // ID	HTML // CSS
Wordpress	Google Drive
Shopify	Salesforce

SENIOR PRODUCT MANAGER

Nov 2019 - Present

BAYER CROP SCIENCE // Agrochemical and agricultural biotechnology corporation

St. Louis, MO / Remote

Leads Salesforce and mobile development teams to streamline global sales processes for desktop and field personnel. Guides technical strategy on data models, sync optimization, and reusable components. Oversees Aha! idea intake and product governance, negotiating roadmap priorities with stakeholders. Collaborates with developers and designers for usability, performance and scalability. Manages development backlog and defines MVP for feature delivery.

- Led global effort to migrate all development teams from Jira to Azure Dev Ops configuring integrations with Aha! to increase efficiency by 30%.
- Managed knowledge transfer transitioning from Slalom to Cognizant development teams.
- Led over a dozen go-lives of multiple features to sales users in Mexico, UK, Brazil, Philippines, Poland, Spain, Portugal and Kenya.
 - Design and creation of business readiness materials, leading UAT sessions, collecting test script feedback and providing insights back to business
 - Coordinating with change management team to educate on previous and new ways of working
 - Training country trainers and end-users on functionality, troubleshooting and support

KEY DELIVERIES:

Performance Management 2.0 | Sales performance management dashboard that provides sales reps and managers visibility into current and projected performance against sales targets optimized with over 100 different variations based on global, regional, and country-specific needs

Account Engagements | Incentive programs account purchases through promotional materials and agronomic services

Offer Creation & Settlement | Ability for a Sales Rep to create tailored agreements for accounts to incentivize purchases with discounts and promotions

Budget Allocation | Ability for Finance Managers to cascade country-level budgets to each level of the org structure ultimately giving Sales Reps the ability to utilize budgets to incentivize purchases

Sales Potential | Algorithm to determine the total buying potential of an Account, identify product opportunities
Forecasting | Perpetual forecasting that signals need for specific product quantities to specific geographical locations based on predictive purchases

Sales Planning | Ability for Sales Reps and Managers to create focused plan for products and incentives that will be offered to each assigned Account

Diagnostic Surveys | Ability for Admins to create surveys Sales Reps complete with their Accounts to capture

product performance and challenges to identify opportunities

STRATEGIC ACCOUNT MANAGER

JUL 2018 - NOV 2019

AGILIS SYSTEMS // Telematics and fleet management solutions provider

Chesterfield, MO

Managed top-tier enterprise clients maximizing account potential by creating customized customer-centric growth plans while simultaneously driving high multi-regional product engagement via comprehensive implementation planning and strong stakeholder management.. Acted as VOC to the product board by supporting needs analysis and market research, marketing and leadership. Led in overall account growth amongst Account Managers averaging 110% achievement of quarterly goals.

SENIOR CUSTOMER SUCCESS MANAGER

JUL 2017 - MAY 2018

GEOTIX (Evvnt) // White-label event ticketing software startup

Traverse City, MI

As the third FTE, created a comprehensive partner onboarding process by gathering best practices, identifying gaps and packaging focused training topics into an end-to-end training program. Delivered performance visibility by developing the tools that populated 40 private partner dashboards and multiple company level dashboards and reports with a simple data upload. Efforts resulted in improved close rate of 20%, reduced time to close by 50%, and increased revenue of 200% over 6 months

DIRECTOR OF OPERATIONS

OCT 2016 - MAY 2017

BRITTEN THREADS // Design services and custom apparel

Traverse City, MI

Led technological initiatives, including Salesforce implementation, website revision, ecommerce expansion, and development of a new fashion brand. Conducted market research and produced competitive analysis. Developed market position, value statements, and sales presentation pitch. Reported monthly to the Board of Advisors on financials and one-year plan progress on initiatives.

SR PRODUCT SPECIALIST // CUSTOMER SUCCESS MANAGER

OCT 2013 - OCT 2016

TRACKTIK // Security field management software startup

Montreal, QB

Hired as first full-time employee and facilitated growth to \$12M recurrent revenue in two years, holding roles in Sales, Product Management, and Customer Success. Facilitated interviews with users to capture feedback and act as VOC for development priorities. Led implementation/integration with clients in North America, Europe, Australia, Middle East, and South America, aligning their existing processes to TrackTik functionality, training users and consulting internal change management. Created a user knowbase with over 150 "How To" support articles and videos.

DIRECTOR OF FRANCHISE SUCCESS // PRODUCT MANAGER

OCT 2007 - OCT 2013

GAMETRUCK // Mobile gaming theaters and entertainment franchise network

Tempe, AZ

Hired, trained and managed launch of flagship franchise while designing/writing franchise Operational Manuals to standardize operations for a franchise network that grew to over 100 units across the U.S. in five years. Continuously met with Franchise Owners to identify emerging best practices and solutions for common challenges. Partnered with Best Buy and Sprint to showcase new products including demonstrating Sprint's 4G Hot Spot launch at CES.

EDUCATION

Master of Management Information Systems

University of Phoenix // Online

Bachelor of Telecommunications

Michigan State University // East Lansing, MI

FURTHER QUALIFICATIONS & INTERESTS

Founder & CEO of Soulace Footwear

Freelance Graphic Designer & Brand Consultant

Marathon Runner / Fitness Enthusiast

Web Development Certification (HTML / CSS)

Musician & Songwriter

Conversational Spanish