

MICHELLE JOWITT

PROFILE Experienced software professional brings poise, relentless dedication to customer success, and a knack for creative solutions. Gifted logistician and organizer. 3 years Salesforce CRM consulting; 8 years agile SaaS product management; 12 years technical writing.

SKILLS & ABILITIES Agile Software Development • JIRA • Salesforce Lightning & Classic • Sales Cloud • Service Cloud • Force.com Platform • Zapier • Shopify • ShipStation • Confluence • Perforce • ScrumMaster • Marketing Cloud • Balsamiq • Google Analytics • Acrobat Pro • Apple App Store Connect • Google Play Developer Console • Requirements Documents • Pilot Programs • User Guides • Online Help

EXPERIENCE **MANAGING PARTNER, JOWITT CONSULTING INC., REMOTE**
July 2018-Present
Salesforce CRM consultant for corporate and nonprofit clients. Delivering projects such as: a custom Salesforce.org implementation for an international film festival, custom Lightning UIs for Sales Ops and Sales & Marketing teams, a contextual call scripting module for an Inside Sales team, and a custom forecasting module for flexible recurring fee schedules and installments.

CHIEF TECHNOLOGY OFFICER, JOSH ROSEBROOK SKIN AND HAIR CARE, PALM DESERT, CA
May 2020-August 2021
Digital transformation leader at small luxury beauty brand, driving strategic change to scale the business for sustainable growth. Designed and implemented comprehensive system architecture. Led a critical ERP system migration that replaced both inventory management and finance programs. Created corporate security and identity protocols. Executed the roadmaps for two Shopify Plus e-commerce stores.

DIRECTOR OF PRODUCT MANAGEMENT, RODAN AND FIELDS, SAN FRANCISCO, CA
June 2016-July 2018
CRM champion at the #1 skincare brand in North America, with \$1.6B annual revenue and 42% YOY growth. Hired a 7-person digital product management team. Released mobile and web apps that empower entrepreneurs with the back-office reporting, social marketing tools, and other business solutions they need to be successful “CEOs on the go.” Delivered a differentiated, mobile first experience for 400,000+ independent skincare consultants around the world, including the launch of the Australian market.

**SENIOR PRODUCT MANAGER, SERVICE CLOUD & FORCE.COM PLATFORM,
SALESFORCE.COM, SAN FRANCISCO, CA**

2012-2016

Owned the social media customer service channels for a product line with a \$1.8B annual run rate, 40% YOY growth, and 15.7% market share. Managed strategic corporate partnerships with Facebook and Twitter. Product owner for Salesforce Knowledge, a cloud-based knowledge management product that serves 750+ million knowledge base articles a month to customers worldwide. Led cross-functional product teams for Force.com / Salesforce Setup, the world's dominant PaaS (platform as a service), which enables enterprise and mobile development in the cloud. Launched SalesforceA, the first mobile app dedicated to Salesforce administrators.

DIRECTOR OF TECHNICAL DOCUMENTATION, SALESFORCE.COM, SAN FRANCISCO, CA

2004-2012

Grew a global team of over a dozen technical writers to document the Salesforce application and API using the open standard IBM DITA XML architecture. Published online help, release notes, API guides, and other user guidance deliverables.

SENIOR TECHNICAL WRITER, ORACLE CORPORATION, REDWOOD SHORES, CA

2001-2004

Engaged with global product development teams to write and publish online help, PDF guides, and interactive online courseware for the Oracle Applications E-Business Suite. Also built and maintained intranet sites.

EDUCATION

UNIVERSITY OF CALIFORNIA - BERKELEY, BACHELOR OF ARTS

1999

Summa Cum Laude • Phi Beta Kappa

INVENTIONS

- U.S. Patent 8,966,440 - Custom Application Creation in Multi-Tenant Systems
- U.S. Patent 10,409,808 - System and Method for Metadata Management Via a User Interface Page

CERTIFICATIONS

Salesforce Administrator #19750065