

# CORRE CURTICE

corre.curtice@gmail.com • 404-617-1873 • www.linkedin.com/in/corre-curtice • Atlanta Area, GA

## SUMMARY

Product executive with over 20 years of experience managing technology products and contributing \$320M in new revenue. Specializing in transforming product portfolios to diversify risk and drive growth, modernizing business models for the "as a service" economy, and optimizing product processes for rapid market delivery and increased revenue streams.

## PROFESSIONAL EXPERIENCE

### **Founder & Chief Product Officer** – Atlanta, GA

11/2023 – Present

ProdWise

- Founded ProdWise to provide customized product management coaching and consulting services for small to mid-size organizations seeking to transform and modernize product portfolios.
- Coached new product leader at healthcare payer AI startup to help develop roadmap for first major release beyond MVP.
- Consulted with CTO and product lead at utility IoT analytics startup to enhance product practices and implement data informed investment decision frameworks.

### **Vice President, Product Management** – Menlo Park, CA

04/2022 – 11/2023

Genesys

- Established the Genesys Product Management Center of Excellence (COE) to drive innovation, design thinking, cost optimization and revenue acceleration.
- Built a team of 17 product managers, product owners, user experience designers (UX/UI), business system analysts, and engineers.
- Generated \$2 million in upsell and cross-sell revenue. Collaborated with Sales and Customer Success to create low-fidelity Figma prototypes to revive the stalled Customer 360 initiative.
- Implemented agile product management methodologies, leveraging Aha, Jira, Figma, Miro, and Trello as standard toolset for newly formed Product Management COE.
- Yielded 5% sales employee productivity enhancement, contributing \$6M to the top line. Partnered with the corporate strategy team to uncover user journey opportunities; transformed the internal portal into an AI-driven, multi-modal communication and collaboration platform.
- Accelerated revenue realization by 10 days through a streamlined customer contracting process and faster deal closures. Facilitated workshops with sales operations and legal operations to map the customer contracting journey using Figma, identify pain points, and design improved solutions.
- In partnership with stakeholders from Sales, Customer Success, Finance, Legal, HR and Strategy; directed initiatives and outcome-driven roadmaps across 5 key internal product portfolios: Customer 360, Finance, Contract Lifecycle Management (CLM), Human Capital Management (HCM), and Employee Experience.

### **Vice President, Product Management** – Westborough, MA

08/2020 – 04/2022

Transitional Data Services

- Guided the portfolio roadmap, delivery, business model, and pricing strategy.
- Assembled a team of 7 product managers, product marketing managers, customer success managers, and training specialists.
- Attained 20% year-over-year (YOY) growth for a \$35M product portfolio, transitioning from traditional enterprise software to a software-as-a-service (SaaS) and professional services model.
- Championed new SaaS subscription pricing. Identified legacy enterprise software pricing model as a barrier to sales. In collaboration with sales and finance, designed and implemented a new pricing model.

- Pioneered product-led growth (PLG). Recognized opportunity to scale sales and bring the company into a true SaaS go-to-market motion. Collaborated with sales to analyze customer journey to uncover necessary PLG parameters and pricing options. Accelerated sales by 8% and added \$2.4M in revenue.
- Employed modern product management practices to decrease time to market by 30% and enhance collaboration, transparency, and data-driven decision-making.
- Launched new API and AI platform capabilities, producing \$3M in revenue. Leveraged Miro and used customer Jobs-to-be-Done to drive discovery efforts that uncovered new market and use case opportunities.

**Vice President, Product Management** – Fairfield, NJ

01/2018 – 05/2020

11:11 Systems (formerly Sungard Availability Services)

- Developed and launched a new multi-product offer portfolio, integrating products and services into solutions that redefined the company's go-to-market approach.
- Led a global team of 15, comprised of product managers, product operations analysts, and program managers.
- Achieved \$14M in new revenue. Worked with finance and sales to develop a new go-to-market strategy and commercial model that provided flexible spending options across co-lo, private cloud and managed public cloud for customers undertaking digital transformations.
- Partnered with customer advisory board and sales, uncovered need from legacy ISVs that were undergoing a business model change to SaaS. Introduced ISV Private Cloud offer, generating \$5M in revenue.

**Senior Director, Alliance Strategy** – Fairfield, NJ

07/2015 – 01/2018

11:11 Systems (formerly Sungard Availability Services)

- Headed alliance partner product management initiatives, focusing on joint development and go-to-market strategies with industry giants, including AWS, VMware, EMC, AT&T, HCL, Infosys, and Cognizant.
- Assembled team of 5 partner product managers based in the US and UK.
- Achieved compound annual growth rate (CAGR) of 11% for AT&T. In partnership with AT&T, jointly developed DR and Cyber Protection resale products.
- Created custom private cloud product for a leading ITO provider, generating \$13M in additional revenue.

**Director, Product Management** – Niagara Falls, NY

09/2013 – 06/2015

Altera Digital Health (formerly McKesson EIS)

- Spearheaded a 3-year roadmap for a managed services portfolio focused on EMR customers, leading 4 product managers, launching 16 products, and generating \$6M in incremental revenue.
- Created a new EMR Disaster Recovery product, adding \$3.2M in revenue. Joined with sales and marketing to conduct discovery interviews with Hospital ITO customers and Hosted EMR customers to uncover needs and then partnered with Zerto and QTS to jointly develop and launch DRaaS.
- Introduced MDM product for hospitals and medical offices. Identified the need to support the secure adoption of mobile devices in patient settings. Conducted market research to identify potential technology partners. Launched product in collaboration with AirWatch, generating \$270K in revenue.

## SKILLS AND EXPERTISE

Strategic Planning & Execution, Product Lifecycle Management, Team Building & Leadership, Customer Experience, Design Thinking, Change Management, Go-to-Market Strategy, P&L Management, Pricing Strategy, Strategic Partnerships, Product Metrics, KPIs and OKRs, Market Research & Analysis

## SOFTWARE/TOOLS

Aha!, Jira, Miro, Trello, Smartsheet, Slack, Confluence, Survey Monkey, WalkMe, Qlik, Gartner, Forrester, IDC

## EDUCATION

Master of Business Administration (MBA), Kennesaw State University  
Bachelor of Arts (BA), Roosevelt University