

# D. Brad Tilley

2500 W. Cornwallis Drive  
Greensboro, NC 27408

(919) 800-8447  
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## Summary of Qualifications

**Transformational Leader** with extensive experience in marketing, product management, people management, and end- user experience. Known for driving innovation, delivering products that meet business needs, and ensuring organizations and customers value

## Professional Experience

### **2020-Present: Casual Furniture World, Winston-Salem, NC**

### **Marketing and eCommerce Consultant**

- Managed transition of **SEO/Digital agencies** to increase audience acquisition efforts.
- Built out eCommerce Product Catalog for luxury outdoor furniture.
- Developed Strategic plan for 12-18 months ahead, including major events, promotions, campaigns, and content schedules
- Managed third party technology providers to reduce latency, improve performance, and increase online product offerings
- Created and developed video content strategy to increase digital footprint and increase audience acquisition
- Managed iterations to LiveChat feature as a lead generation and customer service tool.

### **2018-2020: Arch MI, Greensboro, NC**

### **Senior Digital Product Manager**

- Defined and executed **vision** for Business Intelligence and Infrastructure product teams.
- Implemented PowerBI as Data Visualization tool and led dashboard creation efforts from ideation to delivery.
- Managed migration from Windows 7 to Windows 10 for Quality Control, Finance, Legal, and Software Development.
- Developed **strategic vision** for two product lines, comprised of three development teams.
- Overhauled internal and external reporting to deliver **better insights** to all business units.
- Conducted weekly grooming/refinement sessions to translate business needs into delivered increments.
- **Lead** monthly product planning efforts with key business **stakeholders**.

### **2018-2018: Gannett | USA TODAY NETWORK, McLean, VA**

### **Senior Product Manager**

- Evolved digital **subscription strategy** in Gannett's 108 markets and USA Today using data and traffic patterns.
- Implemented Gannett's first Persistent Meter, opening a new channel for **subscription revenue** while improving the **user experience**.
- Lead **A/B and multivariate tests** to identify effects on KPIs and determine feature sets for development.
- Developed and maintained **roadmap alignment** across key corporate initiatives and manage communication with internal stakeholders and local market General Managers.
- Developed strategy for Audience Targeting utilizing data to inform subscription messaging, increasing conversion.
- Obsessed over data to define audiences and identify **persona-driven solutions**, delivering against defined KPIs, such as impressions, CTR, conversions, bounce rates, time spent on site, revenue, acquisition and retention rates.
- Defined quarterly roadmap and conduct QBRs with key stakeholders to **present ideas** and **gather feedback**.
- Translated **strategic direction** into body of work to feed development pipeline.
- Guided conversations with UX/Design, Consumer Marketing, Ads Product, and Executive teams.

### **2014 – 2018: Cars.com, Chicago, IL**

### **Product Marketing Manager**

- Developed **Go-to-Market** strategies for B2B products, contributing to \$120MM in annual revenue.
- Ideated and led New Product Development and GTM processes for a Super Bowl advertising package, which received advertising commitment of \$1.7MM from OEM advertisers.
- Managed team responsible for inventory listings and supporting **advertising solutions** for Certified Pre-Owned (CPO).
- Coordinated **cross-functional teams** for discovery into location-based mobile app targeting and monetization opportunities for all tiers of the automotive industry.
- Developed positioning and **value proposition** statements for native, programmatic and display advertising products, based on personas, client requests, and market needs.
- Led research efforts designed to inform **thought leadership** and establish Cars.com as a 3rd party leader.
- Spearheaded **Data Commercialization Task Force** to reposition Cars.com as a growth engine for customers based on data, research, and insights.

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## 2011 – 2014: McClatchy Interactive, Raleigh, NC

*Product Manager*

- Coordinated **mobile app initiative**, enabling all 30 daily newspapers on iOS and Android apps.
- Increased monthly **revenue** of mobile apps from \$2,000 in July, 2011 to over \$200,000 in May, 2013.
- Led concurrent tablet application effort from **ideation** to **product launch** and subsequently, maintenance.
- Managed relationships with **external vendors** who provided products relating to social media, commenting, video, mobile (smartphone and tablet), events, and weather content.
- Drove revenue and audience growth in the mobile space by coordinating trainings, updates, and product improvements with McClatchy's 30 daily newspapers and our external vendors.
- Developed, communicated, and evangelized **mobile** and **video roadmaps**.
- Participated as a panelist at Newspaper Association of America's mediaXchange 2012. Topic of discussion: "Reaching Young Readers. Digital Tips from the Digitally Saavy".

## 2009 - 2011: Lulu Enterprises, Inc., Raleigh, NC

*International Team Lead*

- Increased **customer satisfaction** levels from 62% to 88% by developing processes and training for customer-facing staff over the period of one year.
- Managed team of 12 international customer service professionals, in-house, and 17 employees at a BPO.
- Work-shopped **career roadmaps** with executives and direct reports to properly **align talent**.
- Led and evangelized project to initiate LiveChat, performed by BPO team in India.
- Provided training on-site in India to chat and customer support personnel.
- Managed relationships with offsite providers to ensure compliance and **continuous improvement**.
- Provided technical assistance and support to **Lulu's Top 100** customers.
- Proofed and monitored **translation** of all texts on Lulu website into German.
- Utilized Salesforce.com, Adobe Acrobat Pro, PitStop, PhotoShop.

## 2007 - 2009: McClatchy Interactive, Raleigh, NC

*Ad Traffic Coordinator*

- Scheduled all advertisements for six daily online newspapers.
- Developed ad call tags for online newspapers to **develop new business** areas in advertising.
- Generated and **analyzed reports** for sales personnel and advertisers.
- Utilized the following software: AdSuite Solbright, DART for Sales Managers, DART for publishers, RealMedia 24/7's OpenAdStream, AdInterax, and Yahoo! Apt.

## 2006 - 2007: Sedo.com, Cologne, Germany and Cambridge, MA

*Marketing Associate*

- Performed dedicated account management services to **key accounts**.
- Organized logistics and **marketing materials** for events and special promotions.
- Edited company's monthly newsletter, sent out to 100,000 clients and **industry experts**.
- Coordinated marketing and media planning efforts among all divisions of North America and Europe.
- Participated in ad hoc committees to refurbish and develop Sedo's website.

## Education

### North Carolina State University, Raleigh, NC

December 2013

*Poole College of Management*

Master of Business Administration (MBA)

### Appalachian State University, Boone, NC

2005

*Walker College of Business*

Bachelor of Science in Business Administration (BSBA)

International Business Major, German Minor

German Club President