

TOM VIGNARD

[linkedin.com/in/tomvignard](https://www.linkedin.com/in/tomvignard)

www.tomvignard.com

twitter.com/tomvignard

SUMMARY

Driven product manager and marketing leader that excels in a scrappy environment and "Gets things done!"
Proven state of records deploying and promoting innovative software that delivers high value to their users.

PROFESSIONAL EXPERIENCES

Two Roads Software, *B2B SaaS vendor*

As employee number two, I helped to build and grow the startup to a multi million dollars valuation.

DIRECTOR OF PRODUCT AND MARKETING

New York, 09.2013-present

- Owned product development of B2B SaaS application from conception to market: OBSERV, which helps financial firms to reduce compliance risk.
- Led a team of 10+, including designers, developers, and testers (*in-house and third parties*).
- Doubled team velocity by implementing, training the team, and managing scrum agile development.
- Converted beta users into customers by turning feedback from usability testing into innovative features.
- Increased product quality and on-time releases by implementing QA and release management processes.
- Generated new leads from conferences by analyzing prospect pains and pitching the product with passion.

PRODUCT MARKETING MANAGER

New York, 05.2012-09.2013

- Developed and executed Go-to-Market strategies for a B2C Android app, Xonomail, and a B2B SaaS application, OBSERV, with very limited budget.
- Boosted app downloads from 100 to 2,000 in 3 days with a PR campaign that generated 100+ mentions.
- Grown organic web traffic from 0 to tens of thousands monthly sessions using a variety marketing campaigns including: product video, SEO, webinars, newsletter, blogging, social media, conferences ...
- Hired, mentored and led a team of 5+ marketers, copywriters, and designers. (*in-house and third parties*).

Mybuzzlab, *Marketing events agency*

CO-FOUNDER - ADVISOR - DIGITAL MARKETING

New York, 07.2014-present

- Developed all the marketing and branding elements of the new agency.
- Designed and built the website and grown organic traffic to thousands monthly sessions.
- Provided strategic feedback to founder on a weekly basis.

Dealsurf.com, *Daily deals aggregator e-commerce*

MARKETING / BUSINESS DEVELOPMENT INTERN

New York, 03.2011-03.2012

- Sold contracts to 35 new advertisers and managed 150 accounts globally.
- Grown affiliate partners program, which contributed to a 30% increase in the website traffic.
- Helped grow the startup by assisting with the digital marketing efforts, and day-to-day operations.

Massivemedia, *Marketing events agency*

BRAND AMBASSADOR MANAGER

New York Area, 08.2010-04.2012

- Interacted with and delivered memorable experience to customers while promoting various brands: *Dunkin Donuts, Fox, Virgin Mobile...*
- Successfully managed logistics for \$50,000 event with 60+ brand ambassadors.

Carrier SCS, Air-conditioning EMEA factory

EXPORT ACCOUNT EXECUTIVE

Montluel, France, 08.2008-08.2010

- Handled EUR 3,000,000 monthly sales forecast for B2B accounts within 15 countries in EMEA.
- Coordinated with factory, transportation and customs to insure on time system deliveries.

PROJECT MANAGER ASSOCIATE

09.2007-07.2008

- Modernized the 'Sales support' extranet site, which led to a 25% reduction in phone/ email support requests.
- Hosted weekly international client visits providing factory tours and product presentations.
- Created and refined marketing collaterals based on marketing research and client feedback.

Dub Sound Production, Concert production

MARKETING MANAGER

France, 2006-2008

- Sold-out concert tickets using several marketing and PR campaigns. (*email, Radio, Flyer, Poster...*)
- Successfully and securely planned and executed operation and logistics during events.

EDUCATION

Online courses - Coursera, Lynda, Pluralsight, Code academy...

Ongoing

- Various subjects: Business, design, web development...

St John's University - Tobin College of Business

New York, Grad 2012

MBA in Marketing: GPA = 3.85

- Award: "**Business Plan Competition 12**" - Finished 2nd among 100+ candidates from the school. (*Topic: Sports apparel designed for female track and field athletes*)

Lyon 1 University

Lyon, France, Grad 2008

Bachelor Degree - Project management HVAC engineering (*heating ventilation Air Conditioning*)

- National Award: "**Energy Prize 06**" - Winner of the most energy efficient project among all France HVAC schools. (*Topic: Solar pumping system in a Sahara desert village*).

Globe Institute of Technology

New York, 09.2006-05.2007

- English Certificate (*ESL*), Business management classes.
- Student/ Athlete: played on the basketball team (NJCAA D1).

OTHERS

PERSONALITY

Entrepreneurial, Competitive, Driven, Scrappy, Curious, Learning everyday.

SKILLS

Business: Strategy, Product marketing, Branding, Analytics, Agile/scrum.

Design: UX/UI, Wireframe, Graphic design, Video editing.

Technical: Proficient in HTML, CSS, Java script (Basic), SQL.

LANGUAGES

Fluent in English, French and basics in Spanish.

HOBBIES

Played basketball semi pro; Ran NYC marathon; Backpacked in Yosemite.