

ROSS GUTHRIE

Product and Solutions Leadership

📞 805 666-5876

@ RossMGuthrie@gmail.com

🌐 <https://www.linkedin.com/in/ross-guthrie-50693a23/> 📍 Bend

EXPERIENCE

VP of Product

Mamanta

📅 08/2022 - Ongoing 📍 United States

Global Trade Platform - Sell anywhere and know your customers

- Led launch of next generation app, grew to 80 MAU.
- Led refinement and launch of new docs experience (<https://docs.mamanta.com/>).
- Led discovery and research to build Ideal Customer Profile and basis of go to market strategy resulted in ARR +20% in one quarter.
- Developed and implemented integration prioritization strategy for partner technologies and channels, launched 3 new marketplace integrations.
- Built Google Form<> Jira API integration and program for new user onboarding resulted in parallel technical and functional triage and product team to get direct/consistent user exposure.
- Implemented agile ceremonies and took burn down rate from unknown to 80%
- Which of your achievements match the job you're applying to?

Team Lead, Solution Architecture

Fast Checkout

📅 08/2021 - 04/2022 📍 United States

One Click Checkout - Checkout anywhere

- Led discovery, designed, managed, and launched certified salesforce integration which led to processing \$50M in GMV within 6 months of go live.
- Partnered with GTM strategy to develop solutions base sales motion with tooling leading to launch new customers representing \$2 Billion in GMV, and fill the 2022 pipeline with \$5 Billion+ GMV.
- Discovered, designed and directed product feedback loop app and program with automated request prioritization. Two requests delivered in 1 quarter to unblock 3 deals totalling \$350M GMV, and launch of \$100M GMV customer.

Senior Manager, CSG Product Management

Salesforce

📅 01/2017 - 08/2021 📍 United States

Customer Relationship Platform - Unify marketing, sales, service and commerce to personalize every customer experience.

- Led discovery, build, launch and adoption of feedback loop app and program unlocking 30,000 seats of shelf ware.
- Led customer discovery and early adoption program for emerging products (privacy and consent management).
- Led discovery, build and launch of packaged services contributing to \$100 million in services revenue, delivered by thousands of success specialists.
- Drove cross-functional alignment in annual strategic planning to ensure dependencies on other teams were resourced and scheduled to meet deadlines.

AWARDS/CERTS

Pragmatic Certified Product Manager

Pragmatic Institute

STC Chicago Technical Communications Excellence

STC Chicago

Team Astro - Trailblazer award - Innovation Summit

Salesforce

Certified Demandware Developer

Demandware

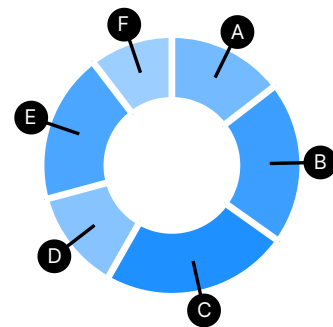
ACHIEVEMENTS



Being part of the team that brought Salesforce Einstein to market leadership.

I joined the quotient team to learn from them, help them understand customer challenges, help customers understand the value, and build one of Salesforce Commerce Clouds most successful single products. 1000 sites, Billions of predictions/month, and generating approximately \$2+ billion in GMV annually.

MY TIME



- A** Discovery and Prioritization
- B** Research and Strategy
- C** Execution(Launch and Adoption)
- D** Learning and Sharing
- E** Teaming/Alignment/Mentoring
- F** Customer Engagement

EXPERIENCE

CSG Product Management

Salesforce

📅 04/2016 - 01/2017 📍 United States

Customer Relationship Platform - Unify marketing, sales, service and commerce to personalize every customer experience.

- Led discovery and launch of Voice of the Customer app and program for Salesforce Commerce Cloud.
- Influenced executive alignment with quarterly strategy and roadmap recommendations.
- Built onboarding guide and knowledge resources to ramp 20 new employees over 18 months; assets still used today.
- Seen as personable and well-spoken; SEO, Search, e-commerce and predictive intelligence expert; involved in the largest deals and most complex customers.

Functional Solutions Architect

Demandware (a Salesforce company)

📅 06/2013 - 04/2016 📍 EMEA, APAC, North America

First cloud-based enterprise SaaS e-commerce company. "Move faster, grow faster"

- Subject-matter expert built and delivered migration guidance and success criteria.
- Cause of change analysis and roadmapping to correct customer KPIs.
- Customer saw traffic and revenue drop by 20%, I corrected some technical errors, provided a roadmap of improvements to UX/Checkout, their revenue and traffic recovered to 120% of pre-migration levels.
- Which of your achievements match the job you're applying to?

EDUCATION

Business Administration

CSU Channel Islands

📅 Date period

TRAINING / COURSES

Pragmatic Certified Product Manager

Salesforce Commerce Certified Developer

Certified Salesforce Admin

PASSIONS

💎 **Strategy**

💎 **Team Building**

💎 **Learning**

💎 **Surfing**