

**Liam Markson**  
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## Profile

Highly capable product manager with 8+ years' experience in fast-paced tech environments. Dedicated to developing innovative, valuable and successful products that meet customers' needs. Collaborative and analytical with good business sense and strong interpersonal abilities.

## Professional Experience

### **Product Manager, Iota Health Industries, Minneapolis, MN**

*April 2015 - Present*

- Visit hospitals and doctor's offices to interview future customers and identify needs and desired features of products
- Lead cross-functional product development teams to create innovative biotech solutions that meet customer requirements
- Recommended and implemented new pricing policies that lead to increase of customer lifetime value of 18%
- Analyzed market data to forecast product performance to help make product development decisions

### **Assistant Product Manager, Omicron Development, New York, NY**

*July 2012 - March 2015*

- Conduct market research and analysis to identify unmet needs
- Tracked customer feedback on product launches and presented reports to senior management on areas for improvement
- Helped the product manager develop strategic project guidelines, including product specifications, vision, time lines and budgets and communicated this information to members of the cross-functional team

## Education

### **Bachelor of Science in Business Administration**

*University of North Carolina - Kenan-Flagler, Chapel Hill, NC September 2006 - June 2010*

### **Master's of Business Administration**

*New York University - Stern School of Business, New York, NY, September 2010 - June 2012*

## Key Skills

- Technology product management
- Business and marketing strategy
- Leading teams
- Project management

## Certifications

- Certified Product Manager, The Association of International Product Marketing & Management, 2018