

Phillip Randolph Carter

PRODUCT MARKETING LEADER

When businesses become networks and marketing is an online experience, we have a 'wicked problem'... complex technology, constant change, and ever-growing expectations have fundamentally changed B2B and B2C sales. To thrive in this environment organizations need unique insights and leadership, with flexible approaches to find the right balance and values.

I bring proven success in enterprise applications, customer research, design, and storytelling - with listening, perspective, and design-thinking tools that help diverse teams explore alternatives, find the best answers, and ensure everyone gets there together.

PRODUCT MARKETING SKILLS

Go-to-Market (GTM) strategy and execution + Framing complex ideas so they matter + Collaboration across organizations + Analyst Q+A + Surveys and interpretation + User-centered agile design-thinking + Customer and buyer research + Buyer personas and coaching + Web analytics and SEO + Webinars, interviews + Group speaking + Data visualization + Customer support and CX + Strategic positioning + Competitive research

MANAGEMENT SKILLS

Managing creative teams, building cultures of healthy criticism and collaboration + Hiring, training, and evaluations + Transparent communications with supervisors, peers, and teams + Setting long-range objectives with strategies and actions to achieve them + Handling conflicts and complaints, resolving disputes, negotiating + Recommending organizational process or policy changes + Identifying developmental needs of team members and coaching/mentoring to improve their education, knowledge or skills

RECOMMENDATIONS

"...both a structured methodical thinker and also an expansive out-of-the-box thinker, which is incredibly rare"

Stephanie Gray - Competitive intelligence guru

"...[Randy's] intellectual knowledge of technology blended with customer experience was invaluable for the teams I managed. He generously gives his time to take the complex and make it simple, both for employees and for customers. I could not recommend someone more highly."

Dan Rood - VP Marketing

ONLINE LINKS

[LinkedIn Profile](#)

[Online Resume](#)

[Design Portfolio](#)

[12 Recommendations](#)

CONTACT

Raleigh NC USA

704-408-4635 mobile

cognitivevent@gmail.com

TOOLS + TECHNOLOGY SKILLS

Adobe Creative Suite, Atlassian Jira/Confluence/Trello, Miro, Figma and FigJam, WordPress, Google DataStudio and other analytics tools, Tableau, Asana, Basecamp, Notion, Slack, Microsoft Office Suite, Zoom, ON24, Seismic, PathFactory, Mailchimp, SurveyMonkey, TruVoice

PROFESSIONAL TRAINING

Certified ScrumMaster (4x), Storybrand, Contextual Inquiry, Web Analytics

Phillip Randolph Carter

PRODUCT MARKETING LEADER

EDUCATION

Auburn University

B.ID multidisciplinary degree

Industrial Design

English Honors Program

Minor in Sociology

Tau Sigma Delta

Architecture/Design Honorary

IDSA Merit Award

Georgia State University

Graduate Business School

Unfinished MBA Marketing

CONTACT

Raleigh NC USA

704-408-4635 mobile

cognitivevent@gmail.com

EXPERIENCE

Gladly - Senior Product Marketing Manager, 2021-2022

Synced product marketing with product managers across multiple teams. Content for sales teams, website, blogs, webinars.

Genesys - Product Marketing Director, 2016-2021, UX Architect for Orgspan and PureCloud, 2012-2016

Product marketing strategy, collaborations and execution for websites, advertising, and disruptive sales-storytelling. Coordinated with product management, sales, support, services, and education using agile user-centered approaches. As UX architect designed foundational browser, iOS, and Android UX standards, feature implementations, and user testing.

WebAssign - Director of User Experience, 2010-2012

Online homework and testing systems used by hundreds of thousands of students. Led design concepts and strategy for next-generation learning-map systems. Now owned by Cengage.

BlueStripe Software - Senior Product Designer, 2009-2010

Brilliant triage mapping tools with gnostic mapping and alerts for complex multi-tier applications. UX explorations, user testing, and sales support. Built interactive HTML wireframe requirements plus Photoshop mockups for detailed graphic specs. BlueStripe was purchased by Microsoft in 2015.

Lulu Enterprises - Director of User Experience, 2007-2008

Strategic design direction and day-to-day management and coaching agile teams. Website and web-app design and analytics for digital content publishing.

Wachovia - AVP eCommerce User-Centered Design, 2006-2007 Finance and eCommerce Consultant, 2004-2006

Information architecture, vendor evaluations, and marketing analytics support. Cross-business consulting with investment banking, treasury services, and wealth units on new products, business requirements, mockups and user testing.

S1 Corporation - Chief Interface Architect, 1995-2004

Invention of browser-based online banking, insurance, and brokerage functions with back-office support systems. Architecture and migration through several generations of web technologies.

Peachtree Software - Interface Architect, 1994-1995

GUI development and analysis for Windows and Macintosh small-business financial software. Organized annual product planning workshops, directed in-house usability lab.

Ratio DesignLab - Director of Industrial Design, 1988-1994

Created design group within an existing electronic and software engineering firm. Concurrent engineering services for medical, electronic, and software clients. Incubation at Georgia Tech ATDC.

PATENTS

2017 US patent - Correlation/covariance reports data selection

2013 US patent - Rules-based groups using people as nodes

1994 US patent - Pulse-width modulated battery-powered heaters

US+Japan design patents for language training devices