

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

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

ONLINE LINKS

- [LinkedIn Profile](#)
- [Online Resume](#)
- [Design Portfolio](#)
- [12 Recommendations](#)

CONTACT

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cognitiveevent@gmail.com

PROFESSIONAL TRAINING

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

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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

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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