

STEPHANIE NELB

SKILLS & EXPERTISE

- Product & Roadmap Strategy
- Driven by Data & Metrics
- Cost & Budget Management
- Competitor Research
- MVP & Trade-off Decisions
- Compassionate Leader
- Innovative & Entrepreneurial
- Insatiable Curiosity
- Progress over Perfection

RELATED WORK EXPERIENCE

Senior Product Manager

MAVRCK, 2021 - PRESENT

Convert business strategy into product requirements in Jira/Confluence to build out new platform features.

- Successfully took the company's most important initiative from concept to launch in 3 months
- Implementing a net new segment of the platform to enhance influencers' and customers' experiences.

Senior Manager, Global Product Development (NPD)

SHARKNINJA, 2016 - 2021

Translated competitor research, market trends, & consumer feedback to create 5-star products and led global teams in executing. Advocated for consumers ensuring quality, managing cost, and optimizing margins. Launched 6 products in five years; all are in market with a 4.0+ star rating. 2 years of direct management experience.

- Oversaw multiple sub-categories for Ninja, including reviewing monthly P&L for each.
- Interpreted high-level direction from leadership into actionable tasks for the cross-functional team

Manager, Global Product Development

- Strategized and built out product roadmaps that met market need and have compelling USP
- Recognized by executives as a strong product lead; presented weekly to President on each project.
- Owned global portfolio for Ninja sub-category; grew revenue 5x over in 2020

Senior Product Developer

- Oversaw portfolio and collaborated with Brand and Sales teams to create pricing and placement strategies.
- Reduced costs below already aggressive target goals, while maintaining product integrity & differentiation.

Product Marketing Manager

- Interpreted front-end innovation insights to identify new product categories for company growth.
- Led UI/UX exercises with the team, reviewed, and then consumer tested wireframes.

Associate Product Marketing Manager

- Researched competitor products and analyzed sales to support new-to-world product development.
- Developed collateral (instruction books, quick start guides) and packaging, often with Adobe Suite.

Account Manager

TANK DESIGN, 2014 - 2016

Led teams in branding and website design projects while externally managing client expectations and timelines.

- Effectively and proactively led digital and print projects for clients with budgets of \$100 - 400K.
- Reviewed wireframes from UX designers and shared them with clients.

EDUCATION

University of Vermont

B.S. BUSINESS ADMINISTRATION, GRADUATED

Concentration in Marketing, Minor in Applied Design. Vice President, Marketing Club. Snowboard Team Member and USASA Nationals Halfpipe Participant - 2013 5th place, 2014 3rd place.