Bill King

Experienced manager and entrepreneur with 20 years experience in enterprise solutions. I like to build products or deliver tools to empower ordinary workers to become extraordinary. Led project & product teams using waterfall, agile & kanban methodologies. Started and sold enterprise PMO / PMP in-a-box app.

☎ 410.227.7960
✉ mobilebking@gmail.com

SKILLS

Industries & Domains

`SaaS` `Big Data`

`FinTech` `Healthcare IT`

`PPM / PMO` `ProServe`

Project Management

`leadership` `governance`

`communication` `planning`

`methodologies` `risk mgmt`

Product Mgmt / Marketing

`market sizing` `strategy`

`roadmap` `positioning`

`pricing` `personas`

Customer Acquisition

`segmentation` `channels`

`messaging` `analytics`

`a/b` `inbound → outbound ⇄`

Startups

`burn rate` `speed-to-value`

`process scalability` `tooling`

`kpis` `mvp` `fundraising`

EXPERIENCE

Roadmap CEO & Co-Founder

Baltimore, MD | 2010 - 2018

Roadmap↗ is SaaS app that delivers portfolio monitoring, capacity management, governance and analytics. Acquired March 2018.

- Designed product from ground-up.
- Bootstrapped to $10K MRR, raised money, reached $25K MRR.
- Built global base of enterprise customers including Home Depot, Daimler, Oracle, Shell, and NFL.
- Product positioning, messaging and go-to-market content.
- Contingent workforce supply & demand and "moneyball" stats.
- Led team of developers, designers, marketers and support.

General Dynamics Health Solutions Independent Consultant

Baltimore, MD | 2011 - 2014

Project manager for federal healthcare program website and app. Matrix-managed team of analysts, UI/UX, developers & QA.

T. Rowe Price Group Solutions Manager

Baltimore, MD | 2007 - 2009

Managed team of analysts responsible for front- and back-office applications used in retail and retirement business units. Also worked as QA and business analyst consultant from 2005 to 2006.

NorthStar Director Product Management

San Francisco, CA | 2002 - 2005

Responsible for product requirements-thru-production for investment advisory & wealth management desktop solution.

Netscape Product Marketing Manager

Mountain View, CA | 1996 - 1999

Go-to-market & lead-generation collateral, and sales enablement tools for application and server product lines.

EDUCATION

Vanderbilt University MBA

Nashville, TN | 1997

University of Michigan BA Political Science

Ann Arbor, MI | 1988

Project Management

- 100s of production releases (websites, applications, integrated systems) and non-technology consulting engagements (findings, recommendations).
- Global rollouts synchronized across 4 countries and 5 time zones with 10 hr differential.
- Waterfall, agile, scrum and kanban methodologies, as well as project governance processes.
- Professional service engagements (T&M, fixed cost, cost plus).

  I designed Roadmap for underserved market niche: project execution & portfolio management that's better than a spreadsheet, yet easier and more affordable than mid-market solutions. Roadmap buyers run PMOs, agency traffic management, IT depts and service desks. They require a solution to manage 100s of projects and people, optimize staff utilization, and automate project governance reporting, as well as provide ad hoc portfolio reporting.

Data Analytics & Monetization

  Roadmap SaaS app captures unique data that's a proxy for future economic activity, "moneyball" statistics for projects & people, and contingent workforce supply & demand.

Product Management / Marketing

- 25+ product release life cycles.
- Lead or sole product manager for four version 1.0 product releases.
- Market sizing, competitive analysis, requirements, personas, budget, pricing and profitability.
- Strategic positioning, messaging, go-to-market content, CMS, sales enablement tools.

Customer Acquisition

- Buyer personas, messaging, A/B testing.
- Integrated multi-channel campaigns (site, email, in-app).
- Engagement analytics (Google Analytics, email opens, in-app opens).
- Leveraged inbound success to develop outbound content.
- Proposal strategy, pricing and execution.

Startups

- Pros & pros of bootstrapping.
- Your biggest sale is your first full-time hire.
- Keep your friends close, but your burn rate closer.
- Back office is the new front office, so make it count.
- Start fundraising before you start raising money (by measuring everything).

TOOLS PROFICIENCY

Project Execution	Collaboration	Marketing & Sales	Finance & Operations
GitHub	Basecamp	Intercom	AWS
JIRA	G Suite	Google Analytics	Hosting
MS Project	Google Docs	WordPress	Baremetrics
Roadmap	MS Office	HubSpot	ChurnBuster
Trello	SharePoint	MailChimp	Stripe
	Slack	Vertical Response	Xero
		Constant Contact	