

Alexander Reinart

30 Tuttle St • Dorchester, MA 02125 • (617) 800-4956

alexander.reinart@gmail.com

EMPLOYMENT

Bullhorn, Boston, MA

Product Marketing Manager, 2015-present

- Own product marketing function for several products in Bullhorn portfolio. This includes feature requirement and customer research, communication of any product-related information to the rest of the company, price setting, performance monitoring, goal setting, and creation of sales tools and sales enablement collateral.
- Led an effort to consolidate customer web resources into a single page, resulting in a dedicated customer portal that continues to expand in usage and utility since its introduction.
- Tasked with exploratory research into new markets, with the goal of establishing customer use cases, opportunity sizes, and development priorities.

Oracle, Bedford, MA

Product Management Analyst (Market Insights), 2013-2014

- Oracle acquired Acme Packet in early 2013. Acme Packet duties continued as before, and were expanded to include products and markets addressed by the Oracle Communications Global Business Unit (CGBU).
- Helped create, structure, and execute an annual planning project for the CGBU, with the goal of allocating company resources effectively by projecting revenues for each product and service. Expanded Acme Packet forecasting models to cover other CGBU products.
- Analyzed adjacent markets in which Oracle was interested in competing. Presented findings at executive level to inform acquisition/investment strategy.
- Acted as internal consultant in various areas: recommended to regional sales directors how to best allocate sales resources to different customers and customer types; assisted engineering in the development of a GUI, interviewing beta customers and using market research to best determine customer needs; helped marketing product managers determine pricing models and development needs for new products with research, surveys, and interviews.
- Created competitive sales-enablement resources for the CGBU's portfolio of SIP- and IP- based communications infrastructure. Created 40+ pieces of competitive collateral covering 8 products and 15+ competitors, including Alcatel-Lucent, Ericsson, Huawei, Nokia-Siemens, Cisco, Avaya, and F5.
- Trained new hires to the Market Insights team in industry trends, product capabilities, and best practices for analysis and presentation.

Acme Packet, Bedford, MA

Competitive and Market Analyst, 2011-2013

- Conducted competitive, market, and business analysis to support product management, engineering, and sales efforts, both for Acme Packet's primary SBC business and for strategic new products.
- Produced competitive collateral for both internal and external audiences, including competitive market landscape overviews, competitor product and strategy tear-downs, podcasts, and other sales enablement resources. Tracked competitor PR and published timely responses and refutations.
- Produced quarterly dashboards that benchmarked company performance metrics against the latest market research reports, in the form of a 96-slide presentation containing charts, tables, and explanations for all products and markets. Presented to an executive audience.

- Performed critical analysis of third-party market research reports as compared to internal data. Maintained regular contact with industry analysts to discuss market developments. Challenged several analyst forecasts and assumptions, leading to revisions in third-party forecasts and reports.
- Contributed to internal models of addressable market sizes and growth rates, breaking down business opportunity by product and product use-case. This work informed annual investment planning activities.
- Created, distributed, and analyzed annual “Field” and “Voice of the Customer” surveys to inform management of customer and sales needs, each with 150-300 respondents globally.

VOLUNTEER WORK

Career Collaborative,

Boston, MA, 2015-2016

- Assisted the Career Collaborative by providing practice interviews to job-seeking candidates in the Boston area. Provided coaching and feedback after sessions to help the candidates succeed at upcoming job interviews.

Merrimack Valley Legal Services,

Lowell, MA *Intern*, 2011

- Researched developments in Massachusetts debt collection, environmental protection and housing laws. Constructed motions and memoranda of law to be filed in court for hearings and trials on behalf of clients represented in civil actions.

New Hampshire Public Defenders,

Manchester, NH *Investigator*, 2010

- Completed investigative work on behalf of criminal defense attorneys, including interviewing witnesses, clients, and people of interest, reviewing video surveillance footage, serving subpoenas, and examining financial statements and computer logs. Established a legal defense for a client charged with fraud by analyzing a six-year record of financial data. Wrote investigation reports for use in court.

RELEVANT EXPERIENCE

- Extensive experience with Microsoft Word, Excel, Access, and PowerPoint. Familiar with SQL, HTML, and CSS. Recently adopted R for more advanced statistical analysis and data visualization. Comfortable with Windows, Mac, and Linux operating systems.
- Experience with Salesforce opportunity and sales-cycle tracking software, including generating custom reports to calculate sales funnels for specific products and markets.
- Experience with competitive strategy, go-to-market strategy, analyst relations, and sales processes
- Participated in training sessions on effective PowerPoint presentation style and structure, as well as an executive-level marketing/messaging workshop.
- Trained and certified for basic configuration of Acme Packet SBCs.
- Well-developed logical reasoning, problem solving, and oral and written communication skills.
- High attention to detail. Successful with collaboration in team environments.
- Member of Oracle’s ERT team. Trained in CPR, AED, and emergency response procedure.

EDUCATION

University of New Hampshire, Durham, NH 2006-2009

BA in Philosophy and English, *magna cum laude*, May 2009

Activities: The New Hampshire (newspaper) - Contributing Writer

National Honors Society – Member

Writers Workshop Member