

Suzanne Sadowski, M.A.

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Tenured user-centric product leader with expertise in communications and business strategy. Demonstrated exceptional leadership capabilities in managing several global product launches, seven-figure enterprise customer deployments, and building out new departments and workflows. Proven track record of enhancing team performance, fostering customer loyalty, and cultivating collaborative partnerships with internal and external stakeholders.

Skills

- Strategic Planning and Alignment
- Systems Optimization
- Organizational Development
- Change Management
- Sprint Planning
- Resource Management
- Requirements Analysis
- Scope Management
- Research and Development
- Partnership Development
- Product Development
- Agile Methodology
- Process Improvement
- Software Development Lifecycle
- Cross-Functional Communication
- Coaching and Mentoring
- Training and Onboarding
- Communication
- Critical Thinking
- Product Roadmapping
- Program Management
- Go-to-Market Strategies
- Project Management
- Strategic Direction
- Work Planning and Prioritization
- Stakeholder Collaboration
- Customer Success
- Business Development
- Client Relationship Management
- Value Propositions

Experience

Director, Product Alignment
Digilock

August 2021 - February 2024
Austin, TX

- Sold and managed 4 major enterprise projects and deployments between Q2 2020-Q4 2021 totaling over seven figures in cash value despite COVID-19 global shutdown.
- Restructured the Product Organization to streamline product development and product marketing processes, resulting in significant financial and resource efficiencies and accelerated time-to-market.
- Implemented cross-functional project management and security processes across several engineering teams to obtain SOC 2 Type II compliance.
- Developed new internal programs, processes, and documentation for customer success and project management to increase operational efficiency and eliminate redundancies.

Technical Product Manager
Digilock

May 2018 - August 2021
San Francisco, CA

- Worked with CEO and other stakeholders to create a business-informed, data-driven product roadmap based on user research and data analytics, resulting in increased product adoption and customer satisfaction.
- Worked with Sales and Marketing to launch Digilock's newest product line during stay-at-home orders.
- Managed the Software and UX team and acted as Product Owner for multiple product backlogs after successful implementation of Agile project methodology within the team.
- Reviewed product specifications and requirements, recommending changes and upgrades to present and future product lines.
- Managed project execution to oversee adherence to budget, schedule and scope.
- Assessed current and future customer needs and priorities by communicating directly with customers and end users.
- Identified product issues and risks and implemented mitigation strategies.
- Created and used wireframes to convey new feature ideas and changes.

Marketing Manager
Digilock

May 2016 - May 2018
Petaluma, CA

- Managed daily operations, incoming requests, and long-term planning through continual team and client communication.
- Responsible for all external communication and collateral for HQ, support of strategic initiatives for global sales offices.

- Executed successful marketing launches of 8 new products and 2 brand redesigns in 2 years by developing and executing systematic and targeted business and marketing strategies with CEO and Executive team.
- Generated well-cultivated partnerships in target markets, furthering marketing goal achievement.
- Reduced advertisement costs by 32% by streamlining market segmentation and pricing negotiation.
- Created training, development, and onboarding program for company-wide implementation, resulting in increased employee and manager satisfaction scores.

Business Development Manager
Digilock

February 2015 - September 2016
Petaluma, CA

- Sold over \$1.4 million in 1 year through cold calling and conversational selling to build new customer relationships and develop existing customer base for recurring sales, closing over 80% of quotes and doubling target market goals.
- Grew and diversified company accounts, proactively identifying and capitalizing on emerging business opportunities to exceed existing market goals by 125%.
- Developed solid relationships with industry partners, furthering business development objectives through multiple channels.
- Supported high-profile projects with proposal development and contract negotiation.
- Developed customer acquisition strategies to maximize sales volume and profitability.

Business Development Account Executive - Contract
Locality

July 2014 - August 2014
San Francisco, CA

- Worked directly with CEO to develop and refine target demo and product pitches.
- Developed and implemented onboarding process for new vendors.
- Pitched local prospects and cold calling targets to develop relationships in demo market for first iteration of new product.
- Maintained client database to centralize information and provide access to team members.
- Developed presentations on services with key features, benefits and solutions.

Community Manager
Metronome3

May 2012 - June 2013
New York, NY

- Utilized research methods and analytics to develop brand concepts and create targeted content for clients' editorial calendars and media.
- Designed and implemented customized brand and go-to-market strategy for clients in all market verticals.
- Tracked customer engagement and feedback to optimize social media strategies.
- Created benchmarks for measuring impact of social media programs to analyze and report on effectiveness of campaigns.
- Designed and executed programs to drive awareness and engagement.
- Engaged daily with community using posts, stories, and tweets.

Co-Founder
coLAB Arts

December 2008 - March 2012
New Brunswick, NJ

- Launched the 501(c)3 non-profit arts organization with the mission of engaging artists, social activists, and communities to create transformative new work and inspire through art.
- Spearheaded the core marketing strategy on a small budget to generate awareness, increase donations, and engage new artists and community members.

Education

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| Master of Arts (M.A.): Communications and Information Studies <i>Rutgers University</i> | May 2014 |
| Bachelor of Science (B.S.): Environmental Policy, Institutions, and Behavior <i>Rutgers University</i> | May 2012 |
| Bachelor of Arts (B.A.): Journalism and Media Studies <i>Rutgers University</i> | May 2012 |