**RON KOSKINEN**

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### PRODUCT MANAGEMENT DIRECTOR

### *Product Management & Marketing Executive*

Over 15 years’ experience driving ***strategic growth*** by ***bringing new products and services to market*** for leading communications and technology companies. Highly competitive, passionate, persuasive and articulate. Unique blend of ***hands-on technical experience*** and ***executive management skill*** used to develop and execute strategic business and product plans. ***Experienced in product management, marketing, partnership building and sales.*** Able to achieve results under formidable time constraints which others believed to be impossible in ***both start-ups and Fortune 50 companies. B.S. in Engineering*** and ***M.B.A.*** in ***Management.***

Demonstrated success record in:

* Commercializing technology and **launching world-class products** to critical **acclaim**.
* Defining overall **product strategy, market/product requirements**, and **product roadmaps.**
* **Negotiating and executing highly complex, multi-million dollar technology supplier and partner relationships** with companies such as **Open Market, HP, AT&T, Nuance and Mitel**.
* Launching **Consumer and Business focused services** in both **Startup and Fortune 50 companies.**
* Presenting to **C-level management, customers** and **industry conferences**.
* Establishing recognized **technical and thought leadership** for my products and company for both customers and internal teams.
* **Motivating staff** to peak performance levels.

### CORE COMPETENCIES

• Product Management & Strategy • Product Launch & Marketing • Business Case Development

• Strategic Partnership Negotiation • Competitive & Market Analysis • Profit & Loss

• Metric Creation & Analysis • Product Vision & Roadmaps • Project Management

**HIGHLIGHTED PRODUCT LAUNCHES**

[**Frontier AnyWare**](http://investor.frontier.com/releasedetail.cfm?ReleaseID=833137) **- Cloud Unified Communications** service launch. Fastest run rate ramp of any Frontier service in last five years.

[**Ziptone eCRM SaaS**](http://www.thefreelibrary.com/Ziptone%2BExpands%2BInto%2BeCRM%2BApplications%2BService%2BProvider%2C%2BIncreasing...-a065161274) **-** Launched an eCRM **SaaS offering** for startup call center services provider, Ziptone. Led to valuation of eCRM SaaS unit of **$25 million dollars.**

[**AT&T Small Business Hosting**](http://www.pcmag.com/article2/0%2C2817%2C30197%2C00.asp) - Led the development and launch of the AT&T Small Business Hosting Service. Service **won the PC Magazine Editors' Choice Award.**

# [Vonage Visual Voicemail](http://www.prnewswire.com/news-releases/innovative-vonage-text-service-launched-today-58777807.html) - Defined and executed go-to-market plan for the launch of Vonage Visual Voicemail, voicemail transcription service. Vonage was the first major U.S. service provider to offer consumers the convenience of reading their voicemails. Transcribed millions of voicemail messages in the first year.

# [AT&T SecureBuy Service](http://sellitontheweb.com/ezine/news0032.shtml) - Led the development and launch of AT&T's SecureBuy Service, AT&T's first Business eCommerce service. AT&T SecureBuy won Network Computing's Best eCommerce Service Provider award.

**PROFESSIONAL EXPERIENCE**

**Frontier Communications Inc., NJ 2010 – Present**

*Frontier offers broadband, voice, satellite video for residential customers and businesses in 27 states.*

***Sr. Product Manager – Voice & Unified Communications Services***

Led $600+ million dollar product line. Spearheaded cradle-to-grave product strategies and vision, with full ownership of business plans, roadmaps, P&L and budgets. Devised product line strategy to maximize traditional telephony and LD revenue while transitioning to next generation cloud-based voice offers. Drove inbound product management and outbound marketing efforts.

* Set product strategy, envisioned, and launched Cloud-based Unified Communications Service resulting in a $5 million dollar run rate 60 days after launch.
* Negotiated new technology vendor relationship to improve VoIP service quality and profitability.
* Increased service bundle penetration by 35% through launch of innovative bundling strategy & pricing.
* Managed all aspects of product launches including business requirements, cross functional team leadership, service development and delivery.
* Wrote all sales tools, training and marketing collateral for Cloud-based Unified Communications Launch.
* Conducted sales training classes for 300 sales / sale management personnel.
* Managed embedded base commercial voice services representing over $600 million in annual revenue.

**Verizon, NJ 2009 – 2010**

***Group Manager, Product Management & Strategic Projects***

Led Strategic Projects Product Management team. Using performance based insight, proposed and managed strategic initiatives to improve performance. Managed team of employees in support of divestiture of 14 states to Frontier Communications.

* Led the development of a new program to proactively market to Broadband prospects 30 days prior to network expansion and becoming available for sales. Program lead to the proactive marketing of over 200,000 qualified prospects within 90 days and the highest response rate of any Broadband marketing program.
* Created and executed project plans to provide a seamless transition of over 125 separate products and 150 vendor contracts. Defined gated, product management process in support of $8B divestiture.
* Managed a staff of 5, including product managers, web analytics managers and financial analysts.

**Vonage, NJ 2007 – 2009**

***Director, Product Management, 2008 – 2009***

Drove all aspects of product management process including managing marketing research, competitive analysis and customer surveys to determine new features, service roadmaps, pricing and go-to-market strategies.

* Selected by CEO and Senior Leadership team to lead one of eight key initiatives (New Product Development) focused on transforming the company.
* Implemented New Product Development process and successfully launched Vonage’s first Terminal Adapter / Router to positive press and analyst reviews.
* Mentored staff of 3 junior level product managers in product management process.

***Director, Product Marketing, 2007 - 2008***

Developed strategic marketing plans for executive team approval and directed marketing efforts to enhance product profile and bottom-line results.

* Defined, developed and launched innovative new industry leading unlimited international calling plans which successfully resulted in a new strategic direction for the company.
* Led team to relaunch Vonage.com website including new content, navigation and online sales process.

**Ram Communications Consulting, NJ 2002 – 2006**

*RCC Consultants is a global telecommunications engineering and consulting firm. Since 1983, RCC has helped more than 1,500 public and private sector clients around the world.*

***Vice President, Product Management***

Member of Executive Committee with responsibility for performing product management, marketing, sales and business development activities for an international telecommunications consulting and outsourcing firm.

* Conducted detailed market analysis and product line rationalization that led to a new, more competitive product family.
* Closed software and consulting contracts worth over $1 million dollars in annual revenue including a $2.5 million dollar consulting contract.
* Developed and executed online marketing plan that increased in year revenue run rate by 150%.

# Ziptone, NJ 2000 – 2002

*Ziptone is a next generation provider of eCRM solutions for e-businesses delivered to companies through outsourced, hosted (SaaS), or co-sourced solutions.*

***Executive Vice President, Corporate Strategy and Development, GM SaaS Business Unit***

Reported directly to the CEO and served as a member of the company’s senior management team involved in all aspects of company strategy, direction and policymaking.

* Developed detailed strategy, business and operational plan for Ziptone’s launch of a new eCRM SaaS business unit.
* Launched Ziptone’s eCRM SaaS business unit in less than six months by creating a “virtual organization” utilizing extensive partnering for required resources.

**AT&T, NJ 1988 – 2000**

***Division Manager, eCommerce & Web Hosting, 02/98 to 2/00***

***AT&T, Director – Product Management, Web Site Services. 02/95 to 02/98.***

Quickly accelerated through the ranks based on proven marketing and product management, team leadership, strategic planning and new market development skills.

* Led organization of 25 product managers responsible for the P&L of AT&T’s E-Commerce and Web Hosting services.
* Developed detailed strategy, business and operational plans for AT&T Enhanced Hosting Service that resulted in the building of 18 data centers worldwide.
* Designed, developed and launched several award winning hosting services including AT&T’s Business Ready Dedicated Hosting Service and the AT&T Small Business Hosting Service which won PC Magazines, Editor’s Choice award.
* Initiated, developed and launched several joint offers with large technology companies such as Hewlett Packard, @home and Sun helping to increase revenue.
* Negotiated and managed multi-million dollar strategic partner contracts to reduce cost structure by 30%.
* Defined, developed and launched AT&T’s first Internet transaction service, AT&T SecureBuy Service, which won the Network Computing award for Best E-Commerce Hosting Provider

***AT&T, Sales and Marketing positions leading to Director, Data Warehouse Marketing, 07/88 –* *02/95***

**AWARDS**

* Nominated and selected by AT&T to complete Executive Master’s Program.
* Network Computing Magazine, “Best E-commerce Host Provider” Award
* PC Magazine Editors Choice – AT&T Small Business Hosting Service
* Recipient of AT&T Spokesperson of the Year Award
* Frequent speaker at Internet and Call Center conferences.

**EDUCATION**

**Masters of Business Administration in Management,** New York University, 2000

**Bachelor of Science in Engineering,** Lafayette College, 1988