

LAURI KURKI

PRODUCT & ALLIANCE MANAGER ~ CUSTOMER GROWTH ~ BIZ DEV

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PROFESSIONAL SUMMARY

Performance-driven and customer-centric Product Manager with extensive experience and expertise in creating and launching products. Solutions driver with a record of identifying and aligning customers' emerging needs with products and services; demonstrated expertise in managing complex projects and multiple business relationships. Self-motivated, strategic solutions provider with hands-on experience identifying practical business opportunities, resolving technical issues, inspiring team commitment, and liaising with key business partners to deliver business growth and market differentiation objectives while mitigating business risks.

AREAS OF EXPERTISE

Agile Product Development
Product Strategy & Roadmap
Project Management

Revenue Growth Strategies
Customer Relations Manager
Vendor & Partner Relations

Cross-Functional Leadership
HR & New Work
Blockchain, SaaS, Video

EXECUTIVE HIGHLIGHTS

- Key business consultant experienced in developing loyal client relations with deep knowledge and experience in creation and rollout of complex software solutions in the field of eCommerce, digital marketing, HR and enterprise video.
- Results-driven personality with a talent for leveraging emerging technologies and establishing strong partnerships with stakeholders on product marketing, forecasting, and ROI monitoring to enhance customer growth.
- Solution driver recognized for devising winning strategies and solutions to shape products and launch them successfully in the market; implemented and enforced best practices and cost controls measures.
- Consistently delivered top-tier performance, exceeding goals while demonstrating natural leadership abilities in delegating duties, defining deliverables and evaluating the performance of internal staff and outsourced teams to maximize the impact of clearly defined goals.

PROFESSIONAL EXPERIENCE

Swisscom Broadcast AG | Senior Product & Alliance Manager

MAR 2019 - PRESENT

- Management of the entire product and partner portfolio in the area of live & on-demand video, (enterprise) content delivery networks and video asset management platforms with a focus on enterprise customers
- Successful management of worldwide partner companies from identification and contract negotiation to joint marketing activities and product launch
- Coordination of sales activities and active support in the sales process

Swisscom (Schweiz) AG | Product Manager

AUG 2017 - FEB 2019

- Full product responsibility including P&L of several relevant software products for business customers on the Swiss market: Secure Enterprise Cloud Storage, Enterprise Search & Remote Live Video Production
- Independent control of product development, DevOps as well as steering of all involved partner companies within an agile software development environment

Haufe-umantis AG | Product Manager**JUN 2015 – JUL 2017**

- Led a holistic product strategy process and managed multiple product lines as a Product Portfolio Manager
- Coordinated the development efforts for different product lines including road mapping which led to a clear product focus and increased market differentiation
- Established user-centric design methods and collaborated with Customer Management and Sales Directors to deliver cutting-edge solutions to meet time-to-market demands, leading to a significant increase in customer base growth
- Product Owner for the Hiring Manager recruiting application (web & mobile); created and drove all the application features into clear product specifications and requirements for the SCRUM based software development team

Emarsys eMarketing Systems AG | Product Manager**OKT 2014 – MAI 2015**

- Responsible as a product manager for the Emarsys B2C Marketing Cloud core application as well as the Emarsys Automation Center product module
- Analyzed key business processes, competitive landscape, and emerging product technologies to develop an effective product roadmap to drive market adoption, and maximize business goals and revenue objectives
- Coordinated the specification of new functionality together with corresponding Product Owners and continuous supervision regarding design and development based on an agile development framework (SCRUM)
- Collaborated with strategic partners to lead the overall channel strategy for product lines
- Established a Customer Advisory Board as a valuable source for critical product requirements and spearheaded user centric design methods in order to create products that solve the right problems in the right way

Emarsys eMarketing Systems AG | Client Services Director**MAI 2013 – SEP 2014**

- Provided key leadership and strategic direction to streamline and optimize the daily operations of a department of multiple (Senior) Account Managers, Account Executives as well as one Integration Manager in Vienna and Zurich
- Coordinated the successful rollout of new products to existing customers that strengthened the company's market position and accomplished sales objective
- Provided market expertise, strategic recommendations and technical sales support in Pre-Sales activities with measurable success
- Delivered exceptional customer service experience, leading to a clear reduction in customer churn rate and highest customer satisfaction
- Led sales operations and corporate marketing that led to a massive increase in cross- and upselling activities

Emarsys eMarketing Systems AG | Account Manager**JUN 2012 – APR 2013****Inhouse GmbH der WKÖ | Project Manager Web & Marketing****NOV 2008 – MAY 2012****Mediaedge CIA Austria GmbH | Research Consultant****JAN 2008 – NOV 2008****GfK Austria GmbH | Marketing Consultant****SEP 2006 – SEP 2007****EDUCATION****Magister (FH) for Social Sciences, Information and Knowledge Management****2002-2006**

University of Applied Sciences Eisenstadt, Austria

Business Administration**2001-2002**

Vienna University of Economics and Business Administration, Austria

INTERESTS

Family, Fitness, Blockchain, Wing Tsun, Poker, Books, Music, Video Games, Nutrition, Sustainability, Personal Growth