Conner W. Simmons

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Experienced software engineer with a strong background in leading teams to deliver top-tier digital products. Skilled in product development, sales enablement, and translating technology into impactful solutions for clients.

EXPERIENCE

OutSystems (acquired Ionic)
Senior Technical Product Marketing Manager, January 2024 – Present
- Lead successful product and features launches, developing comprehensive go-to-market strategies and executing them with cross-functional teams
- Develop sales enablement assets to equip sales with the content/knowledge they need to successfully engage with prospects
- Leverage strong technical background and platform knowledge to provide insights for competitive strategy, external collateral, and product presentations

Ionic
Technical Product Marketing Manager, July 2022 – January 2024
- Conducted market research and competitor analysis to create differentiated positioning strategies for multiple products
- Developed and communicated clear and impactful messaging to convey product features and value propositions to target customers effectively
- Collaborated closely with sales teams, providing them with the necessary tools and training to sell the products effectively
- Created compelling content across multiple channels, including websites, blogs, and social media, to drive customer engagement
- Lead successful product launches, developing comprehensive go-to-market strategies and executing them with cross-functional teams

Product Evangelist, February 2022 – July 2022
- Partnered with the VP of Marketing and team to build and sustain a world-class demand engine to accelerate growth
- Evangelized the Ionic App Platform to enterprise development teams and technical leaders
- Enabled the sales team to position and sell our solutions effectively
- Provided competitive insights that helped Ionic anticipate and overcome common objections
- Improved lead conversion product adoption by identifying gaps in the enterprise developer onboarding experience
- Served as the subject matter expert in Ionic's commercial offerings
- Managed relationships with key alliance partners and own and orchestrate joint GTM activities

Dodge Construction Network (acquired Blue Book Construction Network)
Software Engineering Team Lead, July 2021 – February 2022
- Led the development and maintenance of DCN products, keeping projects on time and within budget
- Planned and strategized product development with the VP of Engineering and Product teams
- Conducted bi-annual reviews and performance-based salary increases for my direct reports
- Managed 4 Scrum teams around the globe to plan, execute, and implement project deliverables
- Mentored and coached team members, driving a culture of continuous improvement
- Worked to recruit and hire software engineers, as well as oversaw vendor relations with overseas contractors

Blue Book Construction Network
Software Engineering Supervisor, January 2020 – July 2021
- Served as team lead for the cross-functional development group tasked with all mobile application objectives
- Conducted bi-annual reviews and performance-based salary increases for my direct reports
- Controlled multiple internal workforce platforms, alongside serving as product manager for other initiatives
- Managed mobile development projects to ensure all projects finish on time and the systems remain bug-free and well-architected
- Trained nationally on the use of our mobile applications and internal platforms
- Helped to grow the organization's understanding of current and future mobile development

Mobile Application Developer, June 2016 – January 2020
- Worked with the CIO to establish the company's technical vision on frameworks for mobile development
- Developed a suite of internal and external mobile applications and web platforms
- Managed all mobile web APIs to ensure that all mobile applications have secure access to the database
- Trained on-boarding sales personnel on mobile applications aimed to improve their efficiency

TECHNOLOGY SUMMARY

Angular, Ionic, HTML, CSS, JavaScript/TypeScript, Capacitor, Appflow, React, Swift, Java, Python, Progress, Jenkins

PROJECTS

Ionic Superapp Starter Kit
A free starter app and an associated cookbook for activating Ionic's Superapp SDK. The resources walk you through configuring and building your first superapp.

Ionic Enterprise Starter Kit
A free starter app and an associated cookbook for activating Ionic's Secure Solutions. Comes pre-configured with Ionic Identity Vault, Auth Connect, and Secure Storage.

Ioniconf — iOS/Android Mobile Application
Ioniconf is a mobile application dedicated to showcasing the agenda, speaker lineup and schedule, sponsors, and swag submissions for Ionic's yearly conference. With built-in speaker notification reminders and options to bookmark talks ahead of time, users are sure to catch their favorite talks at the premier event for building mobile apps with the web.

Dodge Construction Central 2.0 — Web Platform
DCC 2.0 uses enhanced data models and business intelligence to improve business insights, forecasting, accelerate workflows, and drive down operating costs throughout the construction ecosystem. The integrated solution suite provides users the tools to surface relevant opportunities and relationships to maximize growth prospects and improve profitability.

Engage — PWA
Engage is an online networking platform for The Blue Book Network Members to connect and communicate in a business-to-business context. It's a gathering place for the most up-to-date industry news via a personalized feed. The user can keep an eye on things that interest them within their commercial construction community; projects, people, events, articles, and more!

BizDevConnect — PWA; Formerly iOS/Android Mobile Application
BizDevConnect is a territory management application built on top of The Blue Book Network's homegrown CRM. The Progressive Web App aims at streamlining sales personnel's tasks while on the go in the field, including staying on top of their itinerary, finding account information, entering notes, and more!

REM365 — PWA
Remote Editorial Maintenance (REM365) is a modernized account management platform in front of The Blue Book Network's homegrown CRM. Editorial team members could quickly and easily update the information for accounts in the database to ensure clean and accurate data existed within the network at all times.

Sales Messenger — PWA
Sales messenger is an email platform designed and implemented from the ground up, to allow for the creation and distribution of enhanced HTML-based emails to customers and prospects on behalf of sales personnel via the CRM. The platform improves on the old system by introducing images and file attachments, open tracking, deduplication, and more.

EDUCATION

BS, Computer Science
University of Scranton, Scranton, PA

MS, Software Engineering
University of Scranton, Scranton, PA

MBA
University of Scranton, Scranton, PA

AWARDS / HONORS
- President's Club 2020
- 3-Time Patent Owner
- Outstanding Graduate Student — Software Engineering