

Conner Simmons

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SUMMARY

Seasoned engineering leader with experience in technical product marketing and software engineering management. Expert in leading cross-functional teams, product launches, and go-to-market strategies; adept at mentoring and driving continuous improvement in global teams. Seeking an Engineering Manager role to leverage technical expertise and leadership skills in product development and team management.

WORK EXPERIENCE

OutSystems (acquired Ionic)

Senior Technical Product Marketing Manager Jan 2024 - Present

- Develop go-to-market strategies and execute launches in collaboration with cross-functional teams.
- Create sales enablement materials to enhance sales team effectiveness in prospect engagement.
- Provide competitive strategy insights and craft external collateral using deep platform knowledge.

Ionic

Technical Product Marketing Manager Jul 2022 - Jan 2024

- Conducted market research and competitor analysis to develop positioning strategies for product differentiation.
- Developed messaging that clearly communicated product features and value propositions to target audiences.
- Provided sales teams with essential tools and training to enhance product sales capabilities.
- Created and disseminated compelling content across websites, blogs, and social media to bolster customer engagement.

Product Evangelist

Feb 2022 - Jul 2022

- Collaborated with the Marketing team to develop a robust demand generation strategy, enhancing company growth.
- Educated enterprise development teams and technical leaders on the Ionic App Platform, facilitating effective sales positioning.
- Analyzed and improved enterprise developer onboarding processes, resulting in increased lead conversion and product adoption.

Dodge Construction Network (acquired Blue Book Construction Network)

Software Engineering Team Lead Jul 2021 - Feb 2022

- Oversaw the development and maintenance of key software products, ensuring timely completion and adherence to budget constraints.
- Collaborated with the VP of Engineering and Product teams to strategize product development plans; performed bi-annual employee reviews for salary adjustments based on performance.
- Coordinated with four global Scrum teams to deliver project milestones; mentored staff and enhanced recruitment and vendor management processes.

Blue Book Construction Network

Software Engineering Supervisor Jan 2020 - Jul 2021

- Led a cross-functional development team, ensuring on-time delivery of mobile application projects with a focus on maintaining bug-free and robust system architecture.
- Conducted bi-annual performance reviews and managed salary adjustments for direct reports, fostering professional growth and team efficiency.
- Served as a national trainer for mobile applications and internal platforms, enhancing organizational competency in mobile development.

Software Engineer, Mobile

Jun 2016 - Jan 2020

- Collaborated with the CIO to define the organization's technical strategy for mobile development frameworks.
- Created a collection of mobile applications and web platforms serving both internal users and external clients.
- Administered mobile web APIs, ensuring secure database connectivity for all mobile applications

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

SKILLS

Angular • Ionic • HTML • CSS • JavaScript • TypeScript • Capacitor • 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.

Ionicconf - iOS/Android Mobile Application

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

A robust web platform using 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

An online networking platform for Blue Book Construction 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

A territory management application built on top of Blue Book Construction 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!

Remote Editorial Maintenance (REM365) - PWA

A modernized account management platform in front of Blue Book Construction 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

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.