

Conner Simmons

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SUMMARY

Technical professional with a background in software engineering and experience working alongside product and engineering teams on platform launches and execution. Strong at synthesizing feedback, coordinating cross-functional work, and supporting delivery of complex technical systems. Experienced in SaaS and developer-focused platforms.

EXPERIENCE

WorkOS

Technical Product Marketing Lead

Feb 2025 - Present

- Partner with product and engineering during feature launches to ensure messaging reflects platform behavior.
- Coordinate cross-functional launch readiness and stakeholder alignment.
- Synthesize customer, developer, and sales feedback for product teams.
- Act as a technical point of contact for GTM teams on platform capabilities.

OutSystems (acquired Ionic)

Senior Technical Product Marketing Manager

Jan 2024 - Feb 2025

- Supported product launches through cross-functional coordination and technical messaging alignment.
- Created sales enablement materials to enhance sales team effectiveness in prospect engagement.
- Conducted competitive research, provided insights, and crafted external collateral using deep platform knowledge.
- Mentored colleagues on the technical capabilities of the platform.

Ionic

Technical Product Marketing Manager

Jul 2022 - Jan 2024

- Conducted market research and competitor analysis to inform product positioning.
- Developed clear messaging to articulate product features and value propositions.
- Provided sales teams with tools and training to support product understanding.
- Created externally facing content across web and social channels.

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 platform, facilitating effective sales positioning.
- 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

- Led development and maintenance initiatives for 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.
- Conducted bi-annual reviews and facilitated salary adjustments, fostering professional growth and team morale.
- Managed 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 timely delivery of projects and maintaining a bug-free, robust system architecture.
- Conducted bi-annual reviews and facilitated salary adjustments, fostering professional growth and team productivity.
- Provided national training on mobile applications and internal platforms, enhancing organizational competency in our product offerings.

Software Engineer, Mobile

Jun 2016 - Jan 2020

- Collaborated with the CIO to define the organization's technical strategy for mobile development frameworks.
- Created and maintained a collection of mobile applications and web platforms, catering to both internal stakeholders and external users.
- Administered mobile web APIs, enforcing secure database connectivity across 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 • React • Ionic • HTML • CSS • JavaScript • TypeScript • Capacitor • SQL • Swift • Java • Python • Progress • Git • React • Markdown • Jenkins • C# • Jira • Confluence • PHP

PROJECTS

Product Updates Application

An internal web application that generates our monthly product updates newsletter and its associated Slack message, which is sent to all marketing contacts and customer channels.

Ionic Superapp Starter Kit

A free starter app (built with Swift for iOS and Angular, React, and Vue) and a cookbook to help you set up and build your first superapp using Ionic's Superapp SDK.

Ionic Enterprise Starter Kit

A free starter app (built with Angular) and a cookbook for using Ionic's Secure Solutions, pre-configured with Identity Vault, Auth Connect, and Secure Storage.

Iconconf - iOS/Android Mobile Application

A mobile app for Ionic's annual conference, featuring the agenda, speaker lineup, schedule, sponsors, and swag submissions. It includes speaker reminders and talk bookmarking to ensure users don't miss their favorites at this premier event for web-based mobile app development.

Dodge Construction Central 2.0 - Web Platform

A robust web platform leveraging advanced data models and business intelligence to enhance insights, streamline workflows, and reduce operating costs across the construction ecosystem. The integrated solution empowers users to uncover opportunities, strengthen relationships, and drive growth and profitability.

Engage - PWA

An online networking platform for Blue Book Construction Network members to connect and engage in a B2B context. It offers a personalized feed for the latest industry news, enabling users to track projects, people, events, articles, and more within their commercial construction community.

BizDevConnect - PWA; Formerly iOS/Android Mobile Application

A territory management Progressive Web App built on top of Blue Book Construction Network's CRM to help sales personnel streamline tasks on the go, including managing itineraries, accessing account info, entering notes, and more.

Remote Editorial Maintenance (REM365) - PWA

A modern account management platform for Blue Book Construction Network's CRM, enabling the editorial team to quickly update account information and maintain clean, accurate data across the network.

Sales Messenger - PWA

An email platform built to enable sales personnel to create and send enhanced HTML emails to customers and prospects via the CRM. It introduces features like images, file attachments, open tracking, deduplication, and more, improving upon the old system.