

**DAVID ARMSTRONG**

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25 Mellon School Lane

Fleetwood, PA 19522

## **Director of Product Development**

Experienced online product manager with creative, demonstrated abilities to plan, communicate and execute profitable transformational business initiatives. Proven leadership style that builds strong, productive and focused relationships within the team to yield effective, efficient and profitable online ventures.

### **Education**

MBA – University of Phoenix, Chicago, IL - 1997

B.S. – Business Management, Embry Riddle University, Daytona Beach, FL - 1991

### **PRESIDENT – 8ONE8, INC. – JULY 2005 – PRESENT**

*CLIENT: HR PERFORMANCE, INC.*

- Strategic plan to reshape product value, reengage customer base and deliver services to both subscribers and advertisers.
- Create new business models to leverage existing value, opening new revenue streams, co-marketing relationships and creation of a repeatable, scalable business model.

*CLIENT: LIVEHELPNOW*

- Product design and development to scale software services by industry, niche and international markets.
- Coordinated comprehensive, multi-channel plans for both offline and online marketing efforts to include search engine optimization, permission marketing, viral marketing campaigns, point campaigns, network and direct marketing efforts.

*CLIENT: TARGETNEXT*

- Created product base for A/B and multivariate content testing for web, mobile, banner and email to drive conversion within the customer acquisition cycle.
- Designed and lead the growth of a global affiliate based performance sales model to promote products, collect customer feedback and share in revenue to create win-win partnerships in small to medium sized markets.

*CLIENT: VERTEX (MAYFLOWER)*

- Developed ecommerce product for the mass listing and distribution of consumer and commercial based products.
- Authored and delivered a 5 piece webinar series on web based marketing, delivering education and practical solutions for building traffic, conversion to sales, communication loyalty, affiliate programs and content/product distribution.

*CLIENT: BOUNCE*

- Led a collaborative team of engineers in an agile development model (SCRUM) and execution of an integrated Web 2.0, aggregated and distributed content/product search engine.
- Directed and implemented global sales and marketing efforts that researched, tested and created successful international marketing plans to open new markets (Brazil) and expand in existing markets (Japan/Russia/Belgium/Romania).

### **DIRECTOR OF OPERATIONS – CONVERGYS, INC. – FEBRUARY 2000 – JULY 2005**

- Increased usage and lowered costs to USPS online services by the execution of various, multi-channel marketing communications to over 100 Million homes.
- Developed analytical profiling, segmentation, and event triggered messaging to sell complementary services.
- Improved company's technical abilities and facilitated improved consumer marketing approach that led to the migration of 12% of customers to web-based services.
- Reduced U.S. Postal Service's costs by \$300,000,000 while Gallup-measured customer satisfaction improved by 8% during initial year of implementation.
- Led a massive, cross platform, Business Transformation improvement process for USPS with full P&L accountability. The process involved multiple resource groups in multiple locations with scorecards, sub-project plans, weekly status meetings and quarterly reviews.
- Reduced overall training costs by 80%. Created integrated, on-going, self-paced training program that captures training needs, develops and distributes targeted training and provides performance and results tracking.

### **Employment History**

Transamerica Client Services Manager	Jan 1999 – Feb 2000
Alliance Data Systems Credit Manager	Feb 1998 – Jan 1999
Dean Witter Corporate Development	Jan 1995 – Feb 1998
United States Air Force – Electronics Engineer	Jul 1986 – Jan 1995