

Michael Mayes

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- Accomplished executive with expertise in product development and execution, strategy, marketing, operations, and innovation at Fortune 500 firms and private growth organizations
- Skilled at delivering implementing online products and platforms for networking, collaboration, and expertise resulting in achievement of goals (revenue growth and cost management)
- Strong leadership skills demonstrated through direct management and facilitation, integrating diverse perspectives into meaningful action, using operations analytics to drive decisions, and interpersonal skills to communicate and execute on the vision
- Seeking opportunities in southern California, San Francisco, and New York City
- BS, Architecture – University of Virginia
- [@michaelmayes](#), www.circaviso.com, circaviso.tumblr.com

EXPERIENCE

Gerson Lehrman Group, Inc. – New York, NY

Vice President, Product Development (January 2009 – present)

- Responsible for international product roadmap and innovations for all GLG lead generation and recruitment tools and interfaces with annual volume of 50,000+ new members, 1mm+ leads, and over \$100mm in associated revenues running through the platform.
- Deliver requirements documents, wireframes, use cases, user experience documentation, launch plans, and product marketing materials
- Additional ownership of new product development, specifically focused on cost cutting in lead generation and new revenues through technology and workflow to manage syndicated content products - written reports, online news feeds, blog analyses, web-casts, live meetings and presentations, and syndicated survey content. Estimated revenue driven for the firm in 2009 will be \$30mm+ across all managed product scenarios
- Implement internal and external systems for data management using algorithms, search, and ongoing data optimization schemes
- Seek external partnerships for content delivery and integration, using APIs, XML feeds, RSS, and other technology standards to increase GLG distribution and reseller network
- Matrixed team management of user experience, user interface, design, marketing, development, QA, and launch teams for each product managed. Total matrixed management responsibility across 15-20 associates

Gerson Lehrman Group, Ltd. – London, UK

Vice President, EMEA, Partnerships (October 2007 – December 2008)

- Manage team of six multi-lingual and multi-cultural associates with responsibility for driving growth in EMEA partnerships, consulting relationships, and executive level advisors
- Responsibility for £500k development budget and £1m+ in EMEA revenues from client transactions including private equity engagements, hedge fund research seminars and consultations, custom surveys, and other bespoke project work
- Own strategy, brand, and presence for EU membership of world's largest expert network, focusing on C-level executives in UK, Germany, France, Italy, Spain; Build new business in extended EMEA regions including East Europe, Nordics, and Russia
- Deliver new business partnerships, engagements and consulting ventures for the global organization; Examples include Verdict Research, Javelin Group, Critical Eye, The Economist, Oxford and Cambridge Universities, BVCA, EuropaBIO
- Built new team in less than three months; exceeded initial goals and targets with high quality and client satisfaction; improved EU net-promoter scores; drove execution costs down by over 50%; improved productivity more than 25%
- Global collaboration with Austin, US; Delhi, India; and Shanghai, China operations. Matrixed relationship with 65+ associates in Delhi
- Organized conference budget and attendance and business development trips across EMEA (GSMA, World Retail Congress, Paris Airshow, Mines and Money); built over 50 new relationships with C-level executives across industry sectors; established over 10 new partnerships with key consultancies

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- Experience and responsibilities across Tech, Media, Telecom, FMCG, Retail, Automotive, Industrials, Energy, Healthcare, Pharma, Financials, and Business Services

Gerson Lehrman Group, Inc. – New York, NY

Senior Product Manager, Membership Products (January 2005 – October 2007)

- Re-built transaction marketplace focused on business networking and collaboration technologies; 50k+ monthly visitors, \$100mm+ in annual transactions
- Managed product life cycle for multiple external web-based products. Built product roadmaps, financial analyses, concepts, implementation plans, user testing, marketing, schedules, budgets, and was responsible final product delivery.
- Negotiated and formed partnerships, managed client and vendor relationships, identified opportunities for business development; performed competitive intelligence research, buy/build recommendations, acted as liaison to external groups.
- Created requirements documents, wireframes, use cases, user experience documentation, launch plans, and product marketing materials
- Responsible for leading Global Expert Network Development comprised of 2 product managers with matrixed relationship to Gurgaon, India and Austin, TX.

TIAA-CREF – New York, NY

Director, Process Operations - Marketing (June 2004 – January 2005)

- Managed design and implementation of marketing processes and tools for advertising, brand, sponsorships, direct mail, publications and online content.
- Worked with teams to deliver on quarterly strategic goals by implementing process and project measurements and tracking.
- Implemented Six Sigma measures resulting in 15-20% cost savings on marketing program delivery. Created Project Management Office (PMO) and metrics systems to manage 500+ monthly projects.
- Using innovation, reinvention, DMAIC, VOC, and other consulting techniques, lead teams through ideation and analysis to identify, prioritize and deliver new operations; tracked post-implementation metrics.

Capital One Financial Services (1999 – 2004)

Senior Project Manager, May 2002 to June 2004

Project Manager, January 2001 to May 2002

Graphic Designer, August 1999-January 2001

- Led cross-functional teams to design and implement processes and improvements in marketing campaign execution. Managed relationships, budgets, phased delivery, and end state design for multiple simultaneous initiatives.
- Improved speed to market for new creative mail designs by 50%. Designed new processes using statistical analysis, focus groups, and brainstorming. Ensured success through metrics and implementation of data collection tools with automated tracking.
- Operated in matrixed management organization; acted as mentor and development coach to teams; Created and presented recommendations to executive management.
- Trained by former McKinsey, Bain, BCG, and Deloitte managers and executives in consulting methodologies

EDUCATION AND TRAINING

- BS, Architecture, University of Virginia (GPA: 3.1)
- Study Abroad – The Art Institute of Florence (Florence, Italy)
- University of Virginia Darden School of Business: Managing From the Middle
- Coursework in statistics, accounting – Virginia Commonwealth University
- Six Sigma Greenbelt
- Project Management and Process Design courses through PMI
- Computer proficient in MS Windows, Office (Word, Excel, PowerPoint, Outlook, Visio), Mac OS X, Adobe Photoshop

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ACTIVITIES AND INTERESTS

- Architecture, interiors, design, photography
- Web 2.0, blogging, internet trends
- Live music events - Bonnaroo, Allgood, Jazzfest, The Great Went, etc.
- Snowboarding, golf, tennis
- World travel

MEMBERSHIPS

- Interim Management Dinner Club
- UVA Career Resource (1999 -)
- UVA Alumni Association (Life member)
- Sigma Phi Epsilon Fraternity (Life member)
- Museum of Modern Art (2006 - 2008)
- Metropolitan Museum of Art (2005 - 2008)
- Natural History Museum (2003-04)
- NRDC (2002 – 2004)
- Sierra Club (2002 – 2004)