
PROFILE

Decisive, strategic decision maker who takes the initiative to progress forward in an expedient manner. Self-motivated problem solver whose malleable and innovative nature promotes agility with projects, building client relationships and solid team cohesion. Experienced, results oriented marketing manager, with proven track record in companies ranging from start-ups to Fortune 50 within consumer packaged goods, SaaS and e-commerce industries. Skilled product manager, adept at managing all stages of a product life cycle: scoping, scheduling, resourcing, quality control, costs and change management.

KEY SKILLS: Product / Program Management, Marketing Management, Account Management, Strategic Planning & Execution

PROFESSIONAL (select experiences displayed below – visit www.linkedin.com/in/derrickbpeters for a comprehensive list)

Nayamode Inc., Senior Program Manager – **Program Management, UI/UX Management, and Content Management** 2015 – Present

Nayamode Inc. is a consulting firm that provides superior program management and website solutions to Microsoft.

- Project managed content localization, work back schedules, and created scalable localization processes. Worked with multiple teams to ensure localization requirements were met and deliverables completed correctly and on time.
- Managed two marketing programs for Office 365 that air 30-minute webcast series monthly. One focused on the enterprise market and was nominated for an Emmy Award (ModernWorkplace.com). The other is focused on the SMB market and premiered in January 2016 (Office.com/SmallBusinessAcademy).
- Project managed multiple teams to produce both webcast series monthly; such as: video production, technical broadcast team, web development, email, paid, and social marketing. Media spend eclipsed \$1-million on some episodes. New leads per month reached its peak (15,000+), while cost-per-acquisition was its lowest during my tenure.

Peters Consulting, Founder and Lead Consultant – **Brand Identity, Online Marketing, and Business Management** 2014 – Present

Peters Consulting is dedicated to delivering excellence, and providing successful solutions for marketing and business management challenges.

- Analyzed and implemented new pricing and operational strategies; which led to decreased costs and increasing profits over 300% in less than two months time, gross sales nearing \$500,000 annually.
- Managed a team of designers and developers to create new brand identities and launch new websites for clients.
- Built websites, brand guidelines, and creative assets used for advertising and marketing collateral for multiple small businesses. Managed Google Analytics, as well as produced paid search, social media and retargeting campaigns.

RightScale.com, Marketing Programs & Partner Manager – **Marketing and Data Analytics** 2013

RightScale is a SaaS-based cloud computing management solution that manages cloud infrastructure across multiple IaaS providers.

- Project managed the integration of multiple marketing campaigns and their tactics to be synchronized for maximum return on investment (email marketing, webinars, white papers, demand generation web pages, events, and lead list building).
- Managed paid search engine marketing (SEM), produced Marketo campaigns, developed Google Analytics, and Salesforce dashboards to drive marketing efforts.
- Responsible for planning, developing and implementing the lead nurturing program that included triggered emails, sales calls, and retargeting ad campaigns.

Amazon.com – Amazon Services, Wine Marketplace, Business Development – **Sales and Marketing** 2012

The Amazon.com Wine Marketplace is an online marketplace selling wine from all regions of the world.

- Conducted data mining and analysis to formulate go-to-market strategy and sales tactics to launch the Amazon Wine Marketplace.
- Project managed website development used for B2B marketing and implemented new messaging to increase click-thru-rate 212%.
- Managed seller recruiting events and webinars increasing acquisition rates and helping us reach 80% of our acquisition goal.

EDUCATION / TRAINING

Master of Business Administration (MBA) Seattle University, 2011

- Finance and Entrepreneurism Focus
- 1st Place, 2011 Pacific Northwest MBA Strategic Case Competition (9 schools and 20 teams)
- Voted “Best Leader” 2011 Seattle University MBA class
- Semi-Finalist, Seattle University Business Plan Competition (2011 and 2012)

Bachelor of Arts Degree in Marketing and Business Administration Central Washington University, 2005

- Executive Vice President, Associated Students of Central Washington University
- Managed a strategic plan budget of \$3.4 Million
- Recipient of the Board of Trustees, “Excellence Award”

PERSONAL PROFILE



Location: Seattle, Washington, United States

Seeking: An energetic environment that fosters teamwork, creativity, and professional growth.

Target Region: The Seattle Metro Area

Status: Currently employed and looking

About: I have a passion to discover adventure in both work and life. My entrepreneurial spirit was born from a unique sense of exploration and optimism. Living in one of the world's leading technological cities with Mother Nature's wonders – the ocean, mountains, rivers, lakes and forests – in the backyard stokes my adventurous spirit and breeds a desire for knowledge daily.

I'm relaxed, yet professional. My drive stems from a rigorous foundation built on a strong work ethic, humbling experiences, and a relentless pursuit for perfection, while always progressing.

Spirit Animal: Lion. In tense situations I can be looked to as the sense of calm in the storm. I'm action-oriented so when something goes wrong I'm typically the first person to jump in to set things straight, and lead the group out of turmoil. I'm also very loyal to the people I keep close to me, and will go above and beyond for them. All said and done I'll lead the team through darkness, and into the light.

What He Brings to the Table: I love to collaborate and work with others. I'm also a little "Type-A" so taking the lead and getting things done is normal for me. As you can see from my resume I've worn many hats over the years. It's rounded out my "utility player" experience, and speaks to how malleable I am. My affinity for organization, schedules and lists enhances my ability to prioritize and anticipate problems, making me a highly efficient employee.

What He's Looking For: I'm looking for a company that I can grow with. I'd like to find a match that will be mutually beneficial for years to come. My experience does appear to have short stints with employers, but that has nothing to do with my loyalty, capabilities, or execution. I'm committed to finding a company that I'll be passionate for the product, challenges me intellectually, and allows me to vest into truly building a great product/company together.

Interests:

- **Outdoor Enthusiast:** mountaineering (Washington Alpine Club), rock climbing, hiking/trekking, camping, snowboarding, stand up paddle boarding, wake surfing, golf, and photography.
- **World Traveler:** Italy, Czech Republic, Germany, Switzerland, Luxembourg, France, Spain, Austria, Mexico, Virgin Islands and more.
- **Entertainment Aficionado:** art, museums, sports, live music, theatre, mixology, cooking, reading, podcasts, and movies.
- **Humanitarian:** Movember enthusiast and past leader of the Seattle Board of Advisors; mentor to startups; and always willing to lend a hand to the right non-profit.

Two Truths and a Lie:

- a) I once worked 110 hours in one week, only to be followed up the next day with a whirlwind business trip to New York.
- b) On top of my regular duties, I organized three premium, seller-recruiting events with a \$60K budget for 750 people in less than a month, just to save my employer an additional \$30K that other event planners were requesting.
- c) I had drinks with Sir Richard Branson, and denied his request to fly to Hawaii the next day with him and my mentor, just because I had a business deal the next day I needed to win (worth \$50K to my employer). I won...or did I?