

BRENT SPRAKER

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PROFILE

Accomplished Product Manager/MBA with 15 years of successfully launching new products across multiple industries. Exceptional leadership and communication skills, manage direct reports and cross-functional teams to drive results. Extensive multi-industry experience including: web, architecture/construction, manufacturing and retail. Built new product development processes at diverse companies used to launch multiple successful products. Highly skilled in new product ideation, business case identification and analysis, roadmap development, market segmentation, targeting and positioning, creating market and product requirement documents, cross-functional leadership, go-to-market planning and execution.

CORE COMPETENCIES

Strategic Planning
Business Plan Development

New Product Development
Financial Analysis

Opportunity Analysis/Ideation
Product Management

PROFESSIONAL EXPERIENCE

Lumicor, Inc., Renton, WA – an architectural building material manufacturer 2007-2009

Senior Product Manager, reporting to the VP of Marketing, President

- Achieved 20% annual sales growth for product line of 275+ products with annual revenue of \$11 million. Responsible for entire product life cycle, from launch through end of life.
- Simultaneously managed new product development process for 12+ product launches, ranging from breakthrough technological platforms to line extensions, with combined budget of \$600K and estimated sales of \$5-10M annually.
- Built and lead first-ever product management department. Developed and implemented new product stage-gate process for architectural/design, International and OEM markets including all market research, business and financial analysis, product development and go-to-market planning and execution.
- Launched first “green” product line. Developed new raw material polymer blend designed to meet market demand and exceed competitive offerings. Managed product testing and approval processes within rapid timeline.
- Lead Research & Development activities; set high-level priorities for research, testing and product development; manage five member R&D team developing and executing on extensive test plans.

HomeTeam.com, Inc., Seattle, WA – a national real estate web site and television program 2006-2007

Product Manager, reporting to Director of Marketing and Product Management

- Managed product development for hometeam.com. Responsible for identification and analysis of new business opportunities, product definition and strategy, and articulation of product roadmap to senior management.
- Conducted market/competitive analysis, developed use cases and wrote requirements documents to establish product positioning and drive execution.
- Managed release of company’s flagship real estate portal website, defined launch objectives and developed and administered launch plan using outside development team.

Brent A. Spraker Construction, Seattle, WA – a real estate development/construction company 2003-2006

Owner

- Purchased and managed the design and total rebuild of a 1906 Craftsman home. Managed all permitting. Selected, hired and supervised over 20 sub contractor companies.
- Purchased, renovated 1918 Craftsman, added 1,000 sq. ft. of living space. Generated profit of \$200,000 on sale at completion of project.

Coinstar, Inc., Bellevue, WA – a retail services company 2000-2003

Product Manager, reporting to Director of New Business Initiatives

- Managed new product development lifecycle. Identified, qualified and analyzed new business opportunities. Built business cases and successfully presented business justification, including extensive pro-forma financials, to senior management.
- Led cross-functional internal team of 20+ responsible for nationwide product launch of Prepaid Wireless and Gift Card programs. Established processes used for all subsequent product roll-outs.
- Managed external relationships with 50+ business partners, establishing relationships with acquisition targets.

U.S. Peace Corps, Kosrae State, Federated States of Micronesia 1996-1998

Economic Development Consultant, working with local Director of State Planning

- Wrote *Kosrae State Economic Development Plan* for state government consisting of \$57 million in development and infrastructure projects establishing project priorities and analysis tools.
- Created and managed capital project tracking tools including computerized database system to track \$42 million in capital projects.
- Developed and implemented State *Early Retirement Program* for state government employees resulting in annual state savings of approximately \$1 million.

United Parcel Service, Seattle, WA – a package delivery and logistics company 1993-1996

Customer Automation Manager, reporting to District Manager

- Managed team of eight technicians responsible for all Washington UPS shipping system installations and support.
- Created customized solutions for key global accounts including Starbucks, Boeing and Microsoft.
- Project manager for beta test of *UPS On-Line* shipping software national release.
- Trained staff of 70 on all UPS technology initiatives.

Trillium Health Products, Seattle, WA – a health and wellness appliance developer 1991-1993

Product Manager, reporting to VP of Marketing

- Product Manager for Juiceman Commercial Juicer. Increased sales 30% in six months.

Additional Professional / Consulting Projects include business plan development, channel marketing and economic development and policy projects.

EDUCATION

- Master of Business Administration, Marketing – University of Washington, Deans List 2000
- Bachelor of Arts, Business Administration – University of Washington, Cum Laude 1991