

ROMAN KUDRYASHOV

New York, NY
(732) 501-1257
rkudryashov@gmail.com
romandesign.co

DIRECTOR, MARKETING AND PRODUCT STRATEGY

Senior marketing and product management professional with a documented record of creating innovative products and executing marketing strategies on accelerated timelines and conservative budgets. Has comprehensive experience in building cross-department coalitions to reach executive goals and financial objectives. Instrumental in streamlining and improving processes, leading strategic planning, and effectively implementing tactics. Multi-industry and multidisciplinary expertise lends itself to understanding and executing for different stakeholder and department needs.

Key accomplishments include...

- Leading 2 products from idea to soft launch (MediSolutions' *GetMedi*, XSUNT's *ThoughtLeaders*)
- Leading 4 product relaunches (MediSolutions Advertising, MediScripts, XSUNT *Xpert*, *Xecutive*)
- Increasing sales by ~\$500,000 through marketing optimization and new lead capture
- Planning and executing a major corporate repositioning and brand consolidation strategy
- Reducing sales cycle time by 75%
- Reducing product development and time-to-market from 2 years to 3 months.
- Implementing lean development and data-driven marketing strategies
- Training teams in design and UX strategy
- Garnering press recognition for corporate innovation and area expertise

EXPERTISE

Areas of expertise include...

- Product Marketing
- Product Management
- Market and Design Research
- Content Strategy
- UX Design
- New Business Development
- Cost Reduction
- Process Improvement
- Strategic Planning/Analysis
- Brand Launches
- High-Level Communication
- Team Development
- Brand Management
- Industry Networking

PROFESSIONAL HISTORY

XSUNT Corporation Marketing Director, 2016-Present

XSUNT Corporation is a private IT and software services company that builds data integration and visualization products for healthcare and life sciences organizations. As Marketing Director, I focused on amplifying sales effectiveness, expanding market focus, simplifying core messaging, and introducing user-experience design to their product portfolio.

- Working with C-suite stakeholders to productize core service offerings, introduce new go-to-market strategies, implement key marketing tactics, and redevelop the B2B sales cycle.
- Shortening the active sales cycle from 24 to 6 months by implementing a new sales funnel, RFP process, and creating key sales enablement materials.

- Handling the relaunch of the Xecutive Platform for Hospitals and expanding the market scope for the Xpert Data Platform by focusing on cross-industry data problems
- Leading the productization and soft launch of the ThoughtLeaders influencer marketing CRM.
- Consolidating core service expertise into a clear capabilities message and developing effective sales-support materials.
- Repositioning XSUNT's product portfolio to focus on expanding to new data-heavy industries.
- Leading the company through HIPAA compliance for healthcare data services.

MediSolutions (formerly MediScripts)

MediSolutions is a private company that builds products for healthcare providers and leverages that network to sell targeted advertising opportunities. As Digital Marketing Manager, I focused optimizing the marketing ecosystem for acquiring new sales leads and new users. As Product Marketing Manager, I consolidated the corporate brand portfolio, worked to reposition the product development and sales efforts towards emerging healthcare markets, and focused on improving existing products through user-experience design, lean development, content marketing, and optimized customer support.

Product Marketing Manager, 2015-2016

- Worked with C-suite stakeholders to reposition of the company from MediScripts to MediSolutions.
- Led the consolidation of 7 brands and numerous different websites into two core identities.
- Led the *GetMedi* product, marketing, and development team from idea to soft launch.
- Spearheaded the creation and implementation of a new content and research department.
- Redesigned the advertising sales process to focus on results-oriented selling and greater customer satisfaction.
- Generated more than \$500,000 in new revenue through captured leads
- Reduced marketing costs and turnaround time by internalizing key creative production.
- Grew marketing and product team capacity by training staff in research/design methodology.
- Managed a portfolio of new digital products through development, beta testing, and launch.
- Assisted in instituting a culture of agile development, user-focused design, and data-driven decision-making.
- Represented the company at social and editorial events.
- Earned recognition as "Most Innovative of 2015" by PM360 for the content and research efforts.
- Earned recognition as "MediSolutions Employee of the Year, 2015".

Digital Marketing Manager, 2014-2015

- Led the redesign and marketing efforts to relaunch *Smart eRx* as a MediScripts-branded web app for eprescribing within the company's healthcare product portfolio.
- Headed the 2015 soft-launch of *Quremedy*, including managing the branding, communications, user analytics, and demand generation efforts.
- Internalized all previously outsourced digital marketing functions, thereby decreasing vendor costs, increasing site speed, decreasing downtime, and allowing for more agile marketing.

HIBU (Formerly Yell Group)

Known previously for their yellow phone directories, HIBU sought to translate the company's formidable publishing and distribution capabilities into a new revenue stream. As Publication Manager, I worked with

the launch team to publish, refine, and grow the market for hyperlocal magazines on the East Coast.

Publication Manager, 2012-2013

- Worked with the HIBU launch team in transforming YellowBook’s core publishing and distribution capability into a new editorial product.
- Launched eight hyperlocal magazines across NYC, Queens, and Long Island, amassing a total readership of 40,000 and estimated \$50,000 monthly revenue per magazine.
- Coordinated freelance writers, designers, and editors in publishing a monthly magazine.
- Collaborated with community leaders and local organizations in creating original content.
- Authored and edited up to 10 feature stories and short form articles each month.

Council on Foreign Relations

Editorial Assistant, 2011

- Researched, copy edited, and published all daily web content and newsletters.
- Collaborated with the editorial team in creating new editorial opportunities.
- Aggregated daily “Must Read” news on economics, international affairs, and technology.

**ADDITIONAL
EXPERIENCE**

Roman Design Co., Research and Design Group

Creative Director, 2011-2015

- Founded the company in 2011 to focus on supporting projects that have positive social effects
- Led client projects through conceptual design, communications, user experience, and product development with a focus on high-impact, low cost results.
- Notable clients have included Cornell University, MIT, and the Anti-Defamation League.

**ADDITIONAL
INFORMATION**

Education:

The New School University, BA, Politics (2010)

Parsons School of Design, Integrated Design Systems (UX)

Certifications:

- **HIPAA Awareness for Business Associates** (2016)
- **HubSpot Design Certification** (2015)

Editorial:

- **PharmaVoice**: “Innovation” forum (Featured Expert, 2016)
- **PharmaVoice**: “Creating a Culture of Innovation” (Featured Expert, 2016)
- **MM&M**: “Powered by Service” forum (Featured Expert, 2015)
- **PM360**: 2015 Trailblazers Roundtable (Panelist, 2015)
- **MobilityShifts**: “Student Perspective on Education Innovation” (Panelist, 2011)