

Curriculum Vitae - Template V. 2.1



Company Name: <Enter company name.>

Product Name: <Enter product name.>

- **Date:** <Enter date.>
- **Contact:** <Enter your name.>
- **Department:** <Enter department name.>
- **Location:** <Enter location.>
- **Email:** <Enter email address.>
- **Telephone:** <Enter telephone number.>

Document Revision History:

| Date | Revision | Revised By | Approved By |
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| <Enter date.> | <Revision #.> | <Enter your name.> | <Enter name.> |
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Evaluation Copy

1. Introduction

1.1. Document Objective

This document provides a framework for preparing a product management oriented curriculum vitae.

<Comment: The curriculum vitae, (a.k.a. curriculum vita, CV, résumé) is a document that lists an individual's professional history, skills sets and specific key contributions that convey the individual's current and future value potential to an organization. It is recommended that the curriculum vitae be prepared after preparing a PMTK Professional Development Plan.>

2. Curriculum Vitae Authoring

2.1. Section Objective

This section describes the principals that guide the preparation of a product management oriented curriculum vitae.

<Comment: The curriculum vitae is not only about what you did. It is also about what you can do, your potential contribution and the value you can provide a company when you are entrusted with a particular role.

What you did should provide as much indication as possible of what you can do and your potential contribution. The CV probably should have both - what you have done and how what you have done demonstrates what you can do in the future and the value of that future contribution (based on the value of past contributions)>.

2.2. Scope of Skills

Those in the field of product management must possess a multitude of skills with a cumulative emphasis on strategic thinking and numeric analysis. Responsibilities may vary from company to company, but the core job function encompasses formulating market requirements and contributing to the search for the most productive way to build long-term value for a product.

<Comment: Hiring managers, when looking for qualified product managers, carefully consider and query candidates on the four business competency components. Subsequently, product managers' curriculum vitae's should reflect their capability levels in the four business competency components.>

2.3. Business Competency Components

- Domain Expertise
Specific industry experience and technological know-how.
 - Industry experience.
 - Workplace accomplishments.
 - Appropriate blend of education, training, and credentials.
- Functional Expertise
Knowledge in processes, tools and techniques to plan/market products.
 - Writing quality market requirements.

- Ability to execute specific product management tasks.
- Understanding of relevant terminology and definitions.
- Knowledge of product management processes and procedures.
- Familiarity with product definition and management team structures.
- **Soft Skills**
Non-technical skills, mostly communicative (written, verbal and presentation), used in business.
 - Thought leadership.
 - Communication skills.
- **Strategic Aptitude**
Long-term planning and decision making abilities that help achieve corporate objectives.
 - Professional development.
 - Executing a product definition process.
 - Product and market strategy formulation.

2.4. **CV Preparation Guidelines**

- Include and use product management terminology as appropriate.
- Be more strategic than tactical and more managerial than technical.
- Be clear about the particular products you managed and their performance.

3. Product Management CV

3.1. **Section Objective**

This section describes the structure and format of a professional product management oriented curriculum vitae.

3.2. **Product Management CV Template**

<Comment: See template and example in the following pages.>

First Last - Curriculum Vitae

Street, Town, State, Zip
phone, email

Objective

<Succinctly describe your personal professional vision that embodies the role and responsibilities you are professionally seeking.>

Career Summary

- <Enter text.>
- <Enter text.>
- <Enter text.>

<Comment: In the first bullet point describe your education and your own unique selling proposition (USP). Using no more than three bullet points, in descending order of tenure or importance, describe the highlights of your career in the form of accumulated experience and skills gained. This section must be as factual as possible and reflective of the competencies you had acquired over time via your accomplishments. Alternatively, you can merge the data points into a short paragraph of no more than two sentences.>

Professional Experience

COMPANY (company description), City, State, Country
Workplace Title, Begin Date-End Date

- <Enter text.>

<Comment: Using no more than three bullet points, in descending order of tenure or importance, succinctly describe your workplace accomplishments, notable contributions, or personal professional gain. The reader must be able to clearly infer that these can translate to future workplace contribution and job performance. In this section do not list your job description, or merely note what you were responsible for.>

Education

INSTITUTION, School, City, State, Country
Degree, Graduation Date

- <Enter text.>

<Comment: Using no more than two bullet points, in descending order of tenure or importance, succinctly describe your workplace accomplishments, notable contributions, or awards. The Education section can precede the Professional Experience section if your employment history is too short.>

- Certifications: <Enter text.>
- Training: <Enter text.>

Additional Information

- Languages: <Enter text.>
- Technical Skills: <Enter text.>

John Smith - Curriculum Vitae

123 Main Street, Main Town, ST 12345
(999)999-9999, john@smith.com

Objective

A product marketing leadership position in network security, with an emphasis on market strategy formulation, process improvement and product portfolio management.

Career Summary

- Marketing MBA specializing in high-tech product marketing of security products.
- Senior level team leader with six years experience in product portfolio management.
- Four security (firewall, NIST) products brought to market with all objectives achieved.

Professional Experience

OCTAGON (information security software developer), Boston, MA, USA

Director of Product Marketing, 2001-Date

- Developed and executed market strategy for e-secure product line. Promoted sales from \$1.4Million to \$19Million in three years.
- Launched the e-secure firewall product globally in 2004 and established market leadership (37%) in terms of unites sold.

CUBICLE (information security systems integrator), New-York, NY, USA

Senior product Marketing Manager, 2000-2001

- Created and executed the e-safe marketing plan, increasing market share by 86%.
- Launched two NIST products in north-America and managed sustaining marketing efforts. Products achieved all awareness and market share objectives in 2001.
- Performed a business case for the e-gate portal security application.

Education

DARTMOUTH, Tuck Business School, Hanover, NH, USA

MBA, Information Systems and Marketing, 2000

- Finalist, Amos Tuck business venture competition.
- Research assistant, marketing strategies course.

GEORGIA TECH, College of Management, Atlanta, GA, USA

BA, Business and Marketing, 1998

- Graduated cum laude.
- Certifications: CCNA(2001), CISSP(2004).
- Training: Blackblot SPM, BMP.

Additional Information

- Clearances: DOD(2000), NSA(2001).
- Languages: Fluent in English and Spanish.
- Technical Skills: TCP/IP, HTTP, Firewall, Intrusion Detection, VPN.

<Example>