CHAD FENNER

KEY SKILLS

- Product Roadmap & Strategy
- Business Case Ownership
- Go-to-Market Strategy
- Strategic & Financial Analysis
- Product Innovation
- Sales Enablement
- Customer Requirements Definition
- Portfolio Messaging, Positioning & Communication
- Content Creation
- Corporate Branding
- Multichannel Marketing Strategy
- Digital Marketing
- Analyst & Press Relations
- Product & Customer Evangelism
- Partner Enablement & Strategy
- Change Management
- Business Process Improvement
- Cross-Functional Collaboration
- People Management
- Global Employee Leadership
- Team Building
- People Development
- Cultural Leadership
- Emotional Intelligence

KEY ACHIEVEMENTS

- Established new Chief Product Officer organization at i3 Verticals - a mid cap software company
- Created & ran 160-person Product Marketing/Product Management org, process, and go-to-market for Thomson Reuters, helping double yearly corporate growth rate
- Grew Dell/VMware joint business from $1B to $3B in 2 years via innovative go-to-market solutions
- Rated by my direct reports a "Tell Dell Rock Star" annually from 2011-2021, Dell's highest-rated manager performance level
- Led multi-billion dollar full-lifecycle product management for hardware, software, and SaaS

Senior Product Executive

chadjfenner@gmail.com | LinkedIn | chadfenner.com

SUMMARY

Product Executive with over 25 years of expertise driving company growth through creative problem-solving and guiding large teams through empathetic people leadership. Experience leading diverse teams in Product, Marketing, Engineering, Design, and Sales. Deep and broad background in enabling customer-first product and marketing solutions in a variety of B2B & B2C markets including software, hardware, SaaS, PaaS, cloud, and AI.

PROFESSIONAL EXPERIENCE

Chief Product & AI Officer
i3 Verticals, 2024–Present

- Lead all global product solution development for i3 Verticals, focused on hardware & software solutions for the public sector, education, and healthcare markets
- Established organization by defining new processes and product consistency, driving cross-sell and upsell increases of 28%
- Enable and plan all new AI solution opportunities, including 4 first-to-market technologies resulting in customer-focused productivity increases of 80%
- Cross-functionally partner with all C-suite executives to deliver joint market-leading solutions
- Managing team of 65 direct Product & Design reports across 2 countries, plus another 55 indirect product resources

Senior Vice President, Product Management & Product Marketing
Thomson Reuters, 2021–2024

- Managed a global cross-portfolio Product Marketing and Product Management team supporting all TR software solutions including AI, SaaS, and cloud across legal, tax, security, and risk & fraud markets
- Established the entire department from the ground up, designing new consistent processes, career pathing, and best practices for a team of 160 (plus 9 VPs) in multiple countries
- Drove 75% reduction in process complexity for product launches
- Reimagined the customer journey by redefining customer feedback for product strategy integration and go-to-market launch, leading to an increased yearly company growth rate from 3% to 7% over 2 years
- Defined and executed all business cases, plus product market and competitive research for SMB through large Enterprise customers, depending on product
- Led global company omni-channel messaging, strategy, and portfolio positioning for use in digital, customer collateral, partner enablement, and all other go-to-market channels for over 175 products
- Executed all sales training and messaging
- Corporately sponsored diversity, social impact, and environmental initiatives
- Led company in percentage of diversity employees hired and promoted

VP & GM of Product Management, Engineering & Marketing
Dell Technologies, 2016–2021

- Managed a global team of software Product Management & Product Marketing plus competitive, research, and strategy analysts, supporting a $17 billion business and growing 25%+ year-on-year
- Led the $3B Dell/VMware partnership to grow joint server, networking, and software solutions, including VMware on-prem and cloud solutions

- solutions
- Established product roadmap & go-to-market strategy for ESG at both Dell and TR
- Corporate evangelist at 50+ public events,in 40+ countries, speaking to thousands of customers about product needs & strategy

EDUCATION

Trinity University
Bachelor of Arts
San Antonio, Texas

OUTSIDE INTERESTS

- Active 3rd degree Kung Fu Black Belt
- Avid traveler, reader, and sports enthusiast

- Owned Dell joint solution partnerships with Microsoft, Linux, and NVIDIA
- Planned and executed joint portfolio strategies for environments such as machine learning, AI, SaaS, PaaS, and Edge computing solutions
- Executed and planned global end-to-end go-to-market strategy, providing creative customer collateral for all of Dell marketing
- Implemented sales training, digital strategy, and demand gen integration
- Defined and executed market research and competitive comparisons for the enterprise portfolio, including Dell software and hardware solutions for cloud, servers, networking, GPUs, and storage
- Served as a top speaker at Dell's customer and sales events, presenting to audiences of up to 12,000 people, plus analyst and press activities

Senior Director — Product Management
Dell Technologies, 2010–2016

- Led multi-continent Product Management team for Dell's PowerEdge server and networking portfolio, generating over $4B in revenue per quarter
- Responsible for all stages of the product lifecycle while maintaining focus on customer-first innovative solutions to solve specific user needs
- Defined and brought to market Dell's first Edge and GPU-based solutions
- Met weekly with customers, sales teams, and sales executives to understand and assist in the market
- Coordinated all product business cases, sales training, and messaging while partnering on online content, MarCom, social media, and regional product optimization
- Met with customers in 40 countries to gather user feedback for future product planning implementation
- Awarded as one of 12 people (out of 4,000+) as a "Hero" of Dell's 12th generation server launch

Senior Product Manager
Dell Technologies, 2006–2010

- Drove a $2B-per-year global roadmap setting strategy, vision, and point of view in the Server & Networking hardware and software portfolio
- Performed customer product research to identify user demand and preferences
- Drove product messaging, analyst relations, branding, and launch strategies
- Partnered with engineering to design and create optimal solutions and customer experience
- Received 6 Director Awards and 5 VP awards from leadership

Product Marketing Manager
Dell Technologies, 2005–2006

- Led product positioning, collateral implementation, and go-to-market strategy for Dell's $10B server product portfolio
- Created a global marketing launch plan, collaborating with international and regional teams

Strategy & Competitive Marketing Analyst
Dell Technologies, 2004–2005

- Executed competitive and strategic analysis for both software and hardware solutions
- Trained sales teams on best product positioning in 20 countries

Sales Manager & Inside/Outside Sales Rep
Dell Technologies, 1999–2004

- Managed a team that was responsible for $30 million in revenue per month, selling direct and through the channel