

M. Kendall Moore

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Summary:

Leader with 20+ years of success in launching, managing, and marketing award-winning products and services within the retail, media, health, software and ed-tech industries. Specialization in designing engaging “customer experiences” for both start-up and large organizations. A hands-on approach with a unique balance of strategic thinking and creative problem-solving skills.

Experience:

EarlyBird Education – Boston, MA

Jan '22 - Dec '23

Team Lead, Direct to Consumer – EarlyBird Families

In collaboration with CEO, developed go-to-market product and business strategy for direct-to-consumer launch of early education + literacy platform. Responsible for the strategic growth and management of a new business.

- Defined the vision, business model, product and customer roadmap and go to market launch strategy for new direct to consumer reading platform and program.
- Created channel marketing and sales strategy including marketing operations playbook and content development plan.
- Launched new website: <https://earlybirddeducation.com/families> incorporating SEO best practices, e-commerce capability, subscription management, web analytics.
- Implemented growth marketing campaigns across social platforms and managed SEM campaigns (pay-per-click) and email marketing. Integrated CRM to support marketing efforts.
- Led sales efforts and optimized customer acquisition funnel resulting in a 78% close rate. Conducted ongoing testing to drive more qualified leads and sales conversions.
- Made business decisions using insights from analytics, A/B testing and customer research to assess and refine product offering resulting in the launch of a subscription tier and customer engagement program.

rareLife Solutions, Inc – Norwalk, CT

May '19 - Dec '21

Director, Client Solutions + Customer Engagement

Developed and managed bespoke educational platforms for rare disease communities providing emotional support and empowerment through knowledge acquisition, patient advocacy and education.

- Partnered with non-profits, patient groups and pharmaceutical companies to provide curated resources for patients eco-system unique to rare disease journeys.

- Conducted competitive and landscape analysis as well as customer needs assessment within designated rare diseases to inform product features and functionality for unique patient journeys.
- Implemented performance marketing campaigns leveraging paid search, paid social and digital advertising best practices to build patient awareness and grow engagement.

Family Centers – Greenwich, CT

May '17 - Dec' 18

Interim Director of Development for Fairfield County based non-profit. Grew and diversified funding strategy for educational, mental and human services via foundations and private donors.

The Vitamin Shoppe - Secaucus, NJ

Aug '16-Apr '17

Head of Digital Products

- Created product strategy and roadmap to support company-wide retail to digital transformation.
- Partnered with Engineering to lead Agile development transformation and established a 2-week release cadence for web and mobile platforms.
- Re-designed www.vitaminshoppe.com resulting in traffic increase of 15%YoY, 2% increase in average order value and a 6% increase in mobile conversion rate.
- Developed functional discipline for A/B and multivariate testing as well as UX prototyping.
- Deployed first CRM application for iOS mobile users decreasing loyalty program churn by 25%.

Home Box Office, Inc. (HBO) – New York, NY

Jan '14 - Jan'16

Director, Customer Experience - Digital Products

- Built and led a new functional team to support direct-to-consumer business managing all aspects of the customer experience for digital streaming service HBO NOW.
- Optimized customer experience from onboarding to retention and defined customer journey metrics and engagement KPI's in line with business objectives.
- Defined strategy and ran process for vendor selection and implementation of a new CRM solution.
- Created customer support playbook including oversight of offsite Tier 1 customer support team and onsite Tier 2 including training and launch of CS solution (Zendesk).
- Designed customer loyalty & retention strategy for digital subscription business HBO NOW to ensure revenue goals.
- Partnership management (Apple, Roku, Google, Amazon) to develop and deploy customer onboarding flows and lifecycle management.

Director, Program Management - Digital Products

Jan' 13- Jan' 14

- Restructured Program Management team within Digital Products to Agile software development for HBO Go streaming platforms and operations with 9 direct reports.
- Designed software development lifecycle that optimizes quality, efficiency, and continuous improvement.
- Managed HBO Go Product & Program teams across desktop, mobile, connected TV platforms.
- Collaborated with Product and Engineering teams on portfolio analysis and conducted product life-cycle analysis.

Time Warner Cable – New York, NY

Jan '10 – Jan' 13

Director, Product Development

- Developed video, data and cross-platform product roadmap requirements based on consumer uses and trends and prioritized feature sets for in-market services.
- Member of Corporate Strategy incubator evaluating new product verticals; such as home security and whole home Internet.
- Provided Sales & Marketing teams with product positioning statements, competitive landscape and market trend analysis, including tracking and reporting on new technologies.
- Conducted product life-cycle analysis across product portfolio and managed end-of-life for company-wide all-digital transition.
- Analyzed KPI's and usage metrics to determine product enhancement priorities.
- Partnered with Cablevision and Comcast to launch the first Tri-state Wi-Fi service.

Home Box Office, Inc. (HBO) - New York, NY

Jan '05 – Jan '10

Director, Product Development & Marketing

- Managed product initiatives and upgrades for HBO and Cinemax on Demand roadmaps.
- Gathered and analyzed market data to identify distribution trends and opportunities to enhance HBO & MAX brands.
- Managed all aspects of marketing operations for HOD, with a \$1.2M marketing budget.

Insight Communications, Inc. - New York, NY

Jan '03- Jan '05

Product & Marketing Manager, Insight Broadband

- Managed broadband product across the cable footprint. Surpassed target revenue and unit growth for broadband service by 18% YoY.
- Developed and implemented product roadmap and communicated product objectives to senior management.
- Evaluated and negotiated new business opportunities, such as strategic content partnerships, to grow incremental revenue through new channels such as the Insight Broadband portal.

<kpe> (Kaufman Patricof Enterprises) - New York, NY

Jan '99 - Jan '01

Director, Business Development in Digital Services

- Led teams that designed and implemented ecommerce, media and sports web sites for top industry brands such as ABC Sports and Princess Cruises.
- Partnered with Sales on pitches and proposals including scoping requirements for deal terms with new business opportunities that resulted in over \$4 million in revenue.

RESEARCH Magazine - San Francisco, CA

Jan '96– Jan' 98

Business Development Manager

- Managed relationships for Bank of New York, Colgate-Palmolive, Daimler-Benz AG, Citibank N.A., generating 20% of new business revenue for FY'97.

EDUCATION & SKILLS:

Darden Graduate School of Business Administration University of Virginia - Charlottesville, VA

Master of Business Administration, MBA, May 2003

Princeton University Princeton, NJ

Bachelor of Arts in History, Concentration in American Studies, June 1996

- President, St. Anthony's Hall; Tiger Inn Eating Club; Women's Varsity Lacrosse

Professional Skills & Associations

- Agile Scrum Master Trained, Product Owner, Scaled Agile (SAFe) Certified, March 2016. Fluent in Lean principles.
- Tools & software fluency: Jira, Optimizely, Usertesting.com, Monday, Miro, HubSpot, Google Analytics, Google Ads, Salesforce, Zendesk, Sprout Social, Hootsuite, SurveyMonkey, Mailchimp, Wordpress, Zapier, HTML, CSS, Adobe, Facebook Business Suite