

RUSTY LINDQUIST

PROFILE / OVERVIEW

A seasoned product and product marketing executive, with 20 years' experience inventing, designing, building, managing and positioning products and services (all SaaS, B2B). I've had the opportunity to manage the delivery of almost 20 products to market, across multiple industries, with tens of millions of users, and to create all new market segments within organizations.

As Vice President of Thought Leadership, Product and Product Marketing in the human capital management industry, and now as a founder and CEO in this industry, I spend my time speaking, writing, and creating tools that help organizations discover and increase employee lifetime value (eLTV). I teach them how to shorten time-to-productivity, increase time-in-productivity, and lengthen time-in-role, all through a science-based employee experience architecture, with an emphasis on the elements of employee engagement.

My specialties include: People strategy and innovation, business strategy and innovation, product strategy and innovation, product positioning, product design, go to market strategy, writing, speaking, and thought leadership.

EXPERIENCE

Founder, CEO

Life Engineering, Aug 2018 - Present

Life Engineering helps organizations optimize their human capital and solve for insider threat. Through a battery of science-based assessments that measure engagement, satisfaction, and performance, we diagnose the full landscape of employee sentiment. The results then connect you to recovery solutions through an extensive online academy (An Employee Achievement academy, a Leadership Achievement Academy, and an Executive Achievement Academy). We also provide organizations with access to coaching and consulting services when they need more highly tailored help.

Life Engineering has a raised \$7.5M Angel round and is in the process of a \$10M Seed round that will allow us to accelerate into the market.

Vice President Thought Leadership and Product Marketing

BambooHR: December 2014-Aug 2018

Responsible for improving sales and marketing performance by providing market-driven insight, messaging, and sales enablement tools that catalyze buyer behavior, fuel market demand, and shape market opinion. I'm also responsible for market research, analysis, and expertise to inform and influence long-term market strategy, evolve business processes, and to build intellectual property that will create a thought leadership position and stockpile emotional assets in the market.

Responsibilities:

- . Messaging strategy, positioning, narrative
- . Market research and analysis
- . Sales funnel analysis and mapping
- . Sales training, collateral, and enablement
- . Long-term market strategy
- . Buyer personas, competitive matrices, win/loss analysis
- . Go to market strategy and release coordination

- . Intellectual property development, industry speaking and writing

Accomplishments:

- . Led creation of long-term market strategy
- . Full refresh of sales pitches, positioning, collateral and other sales enablement tools
- . Created new company narrative
- . Stood up product marketing team as core internal influencers
- . Implemented Challenger methodology into Sales
- . Created thought leadership that has fueled brand awareness, generated leads and prepped the market for the sales message
- . Keynote and super-session speaker, speaking at dozens of events annually
- . Conduct webinars with 2-3K registrants and over 1,000 attendees (2-3/month)

Sr. Director Product, Product Marketing and Strategy

Instructure: June 2012 – December 2014

Instructure is a Learning Management System (LMS) provider focused on building tools to facilitate learning, and which are used by over a thousand organizations, colleges, universities and K12 schools, with customers including Harvard, UC Berkeley, Dartmouth, Wharton, Brown, Juilliard, and more. Here I was responsible for leading the product group, driving market innovation and strategy, and building a product marketing team.

Responsibilities:

- . Lead Product Management and UI/UX
- . Messaging strategy, positioning, narration
- . Market research and business analysis
- . Sales funnel analysis and mapping
- . Sales training and collateral
- . Long-term market strategy
- . Buyer personas, competitive matrices, win/loss analysis
- . Manage product organization
- . Go to market strategy

Accomplishments:

- . Brought to market CanvasNetwork (a MOOC – massive open online course platform)
- . Brought to market Canvas K12 (a new market segment)
- . Brought to market Bridge (a new product and new market segment for corporate learning)
- . Entire (re)creation of product message and positioning for all three markets, complete with collateral and other sales enablement tools
- . Implemented product marketing discipline (based on Challenger and Pragmatic)
- . Implemented product discipline within product (Pragmatic, Agile, Scrum)

Director Product Management and Product Marketing

Datamark: June 2011 - June 2012

At Datamark I was responsible for a new company initiative to create a product management group to formalize and productize our service offerings and marketing strategies. Datamark provides enrollment marketing services to higher ed schools, to reach, engage and motivate prospective students.

Responsibilities:

- . Create and manage product management and product marketing groups
- . Introduce new products/services to market
- . Product/Service performance metrics
- . Reinvigorate messaging across all products
- . Build collateral and client on boarding guides for products
- . Demand generation, including direct mail campaigns
- . Tradeshow / Event planning

Accomplishments

- . Built new product and marketing departments
- . Invented and brought to market a new product, generating \$1m in its first year
- . Introduced scorecards across all products and services

Director Product Management

The Design People: December 2009 - December 2010

Hired to implement product management discipline, create a product line strategy, and build new products to revitalize a struggling product line. The Design People is a real estate technology solutions provider, primarily focusing on the real estate agent and real estate broker markets.

Responsibilities:

- . Build and manage a product group
- . Market analysis
- . Product strategy
- . Invent and develop a new product with greater scalability

Accomplishments:

- . Successfully created a new product and brought it to market within 1 year
- . New product allowed for lateral extension of customer base
- . Managed the product-launch at the industries largest tradeshow

VP Agent and Broker Products

a la mode, Inc.: February 2002 - October 2009

Brought on originally to create a new SaaS product, which quickly became the company's flagship product, I was then responsible for leading the launch our first new market, and heading up that business unit. A la mode is a leading real estate technology solutions provider, with over 60% market share in the appraisal technology market.

Responsibilities (within my market):

- . Full P&L responsibility
- . Management of all products and their life cycles
- . Management oversight of all marketing initiatives
- . Cross-functional, matrix authority over a group of 60 across all departments
- . Company figurehead for speaking at events and with media
- . Continual introduction of new products to the market

Accomplishments:

- . Invented, designed, managed creation of company's first SaaS product, generating \$40m annually across all markets
- . Creation of company's first new vertical/business unit, generating \$30m annually
- . Brought to market 6 new products in our vertical, the fastest product growth in company history
- . Business unit accounted for 30% of company revenue after 2 years

- . Created online network connecting 100,000 real estate professionals
- . Invented and brought to market an iOS app winning industry acclaim and ranking in top 10

Director, UI

Franklin Covey: May 2000 - February 2002

Managed a team responsible for product UI, and new product ideation and rapid prototyping.

Prior Roles

Software Engineer, UI/UX designer, Sales