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AARON VIDETTO, MBA

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EXECUTIVE PROFILE

SVP of Product Management with a successful record of global product management leadership in B2B SaaS and Mobile Solutions, revenue and margin growth, and creating/integrating high-performing teams

- Accomplished and energetic leader who is passionate about using the voice of the customer, competitive analysis, and targeted go to market strategies to drive growth in revenue, market share, and margin.
- Pragmatic, decisive, and common-sense leadership styles which instill ownership and accountability in global, high performing product, UX, and development teams.
- Broad experience in leading global teams who ideate, design, build, and deliver new products to global markets, working collaboratively across highly matrixed organizations to build consensus and gain buy-in from stakeholders.

PROFESSIONAL EXPERIENCE

Videtto Consulting Group, LLC   **2022 – Present**
Principal Consultant
Providing fractional Chief Product Officer (CPO) executive services to pre-series A startups to help them with various aspects of their product development and growth. With Product/Market fit, assists in determining their ideal customer segments and defining the Total Addressable Market (TAM) and the Served Available Market (SAM) for their product.

- Develops comprehensive business plans that include a 3-year P&L estimation, a roadmap to profitability, and outlines the key metrics, goals, and strategies necessary to achieve financial sustainability and growth.
- Prepares clients for critical investor meetings and supports the presentation and communication of their product vision and growth plans.

Vcheck Global (Startup)   **2022**
SVP of Product Management & Customer Experience
Led the creation of a product management team and supporting organizational processes as a member of the executive team. Led daily operations including product development, customer experience improvement, and $35m P&L management while emphasizing understanding and addressing of VoC concerns.

- Led development and implementation of a 36-month product and service offering roadmap, which proved valuable in enabling the company to attain its financial and strategic objectives.
- Introduced the company's first customer portal, providing a differentiated and functional customer experience through more efficient delivery of products and services to specific customer base and market segments.

Relevantz (Startup)   **2021 – 2022**
Chief Customer Officer
Created and led a team of 6 customer success leaders integrating existing team members and hiring some new, with customer retention and growth being our primary charge. The success below was achieved by shifting our organizational focus from acting as a simple staff augmentation shop to providing long-term customer value as a trusted partner.

- P&L responsibility for 94% of the company's total revenue
- Exceeded revenue targets by 2% in 2021, while delivering a 44% year-over-year growth.
- Formulated and deployed cross-functional processes for optimizing executive management structure, developing and funding new service offerings, conducting customer success evaluation, and driving customer evangelism programs.

Wolters Kluwer   **2018 – 2021**
Director, Product Management
Led a team of 4 product managers and influenced the work of 100 team members with dotted line reporting responsibilities charged with developing a global line of tech-enabled services that delivered roughly $180M in annual revenue. Initiated the adoption of numerous cross-functional and enterprise-wide product management processes, significantly improving product management practices' visibility, accountability, and effectiveness.

- Overhauled the digital customer experience model based on VoC while managing one of three major components of a high-impact digital transformation initiative.
- Reimagined the digital model while consolidating over 17 separate portals into a single experience that met customers where they worked so they could conduct business the way they desired.
- Spearheaded creation and deploying a new PM organizational structure featuring an enterprise-wide stage gate process for vetting and funding new product initiatives based on customer and market data.

Pitney Bowes   **2015 – 2018**
GM, Product Management
Director, Product Management

Led a direct team of 9 product managers and influenced the work of 150 team members with dotted line reporting relationships across the organization. Managed P&L and all operational areas of a global $100M business unit with a keen focus on executing short- and long-term strategies for sales, marketing and promotion, product development, and customer satisfaction and retention. Oversaw market success of five global products, along with corresponding strategy and targets.

- Led the generation of a 4% year-over-year growth for a highly underperforming business unit while accomplishing 95% of the revenue budget as opposed to the four-year average of 63%.
- Increased customer satisfaction and retention by designing and rolling out a new customer life cycle management program.
- Spearheaded several international releases of new SaaS and Mobile solutions and products that focused on solving pervasive market problems through primary and secondary contextual inquiry research methods.
- Created a custom deal desk, which facilitated quick decision-making for sales when customers had custom solution requests by inviting the active involvement of all relevant parties.

Altisource Labs   **2013 – 2015**
Sr. Product Manager and Chief of Staff to CPO

Led the design, creation, staffing, and development of the new product management team; oversaw daily activities, including product roadmap creation and executive review, GTM planning, product documentation and delivery, prototype development, administrative review, and market and competitive intelligence research.

- Led a team of 9 technical writers in India, and 2 product managers in the United States.
- Researched and built a new Global Product Management organizational plan for the VP of Product Management, including a business case, organizational chart, job descriptions, and professional development plans for the entire UX, Product and Product Marketing Management, and Product Operations and Compliance functions.
- Ensured buy-in from executive leaders across multiple product lines to implement a common UX design system and strategy.

Wolters Kluwer, ELM Solutions   **2011 – 2013**
Sr. Product Line Manager
Sr. Product Manager

Led a team of 2 product managers, one marketing manager, and one technical writer. Led the research, design, creation and on time delivery of a mobile application for our flagship product line on iOS, Android, Windows and Blackberry devices to deliver the Best Customer Experience possible and remain competitive in the market. Part of the team that delivered a completely new digital SaaS customer experience on top of our legacy, 1,200 page hosted solution for the legal markets.

- Drove, led was accountable for the 4Ps of product Strategy for an entire line of products.
- Responsible for discovery and validation of potential market opportunities & market needs for each of the product lines I was responsible for
- Created processes for the Product Management teams for things such as integrating custom development work seamlessly into our SaaS solution, evaluating client feedback and feature requests, mobile app development.
- Created and implemented a process for integrating custom development requests from our clients with product management to ensure all custom development requests fit with our strategic product roadmap and are built with the same look and feel as the rest of our SaaS offering.

Citrix Systems, Inc   **2005 – 2011**
Sr. Product Manager
Project Manager
Consulting Engineer

During my time at Citrix I held a variety of roles starting with a consulting engineer where I installed our 1.0 applications at customer sites around the world, learning how to work with, hear, and identify pervasive customer needs. After two years of being on the road all but 2-3 days per month I transitioned into a project manager role where I facilitated B2B partnerships to bring our products to market through third parties like IBM. Finally, I found my calling and was promoted to a Sr. Product manager where I learned that customers hold the keys to success, impeccable design will always win, and building consensus across the organization for any grand idea or product vision is the only way to succeed. I won my first award (Design Hero!) at Citrix for delivering products that delighted our customers.

EDUCATION

MBA, Santa Clara University Leavy School of Business, 2009
BS, Champlain College, Computer Information Systems, 2002
AS, Champlain College, Telecommunications Networks, 2002
AS, Champlain College, Computer Networking 2000