Chad Gardner

SOLUTION-ORIENTED / PRODUCT-FOCUSED

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in chadmgardner

📍 West Loop - Chicago, IL

📷 SUMMARY

Independent worker who takes pride in being precise, insightful and comprehensive while maintaining a team-oriented attitude. Passionate about refining complex ideas and challenging conventions in order to create inspired actions to reach strategic goals.

💼 EXPERIENCE

Maropost
April 2018 > Current

Solutions Engineer

• Partnering with sales and accounting teams to lead the discovery and technical requirements phase for new opportunities

• Developing and delivering customized product demonstrations and proofs of concept for new prospects and existing clients

• Documenting conceptual frameworks and technical approaches to solutions

• Scoping and implementing integrations with customer's CRM, e-commerce and marketing platforms

• Building custom, bi-directional data workflows to align to client use cases

Salesforce (Datorama)
Jan 2019 > April 2019

Solutions Architect

• Lead technical consultative engagements with enterprise customers

• Reviewed and assessed client's technical stacks and data structures associated with each to scope and plan implementation projects

• Engaged with both technical and functional stakeholders to produce statements of work, implementation plans and customer enablement plans

• Streamlined documentation and workflows around scaling the scoping and onboarding processes

Signal
Jan 2018 > Jan 2019

Director, Product Solutions

• Architected scalable, repeatable product solutions by utilizing internal components and features to meet client use cases

• Created internal solution design documentation to support pre-sales engineers and solution consultants

• Partnered with product managers and engineers to build new features to support the future state of the platform

• Technical lead on structuring, engineering, reporting and maintaining the Signal Identity Network

💼 EXPERIENCE (continued)

Signal
Feb 2017 > Jan 2018

Director, Implementation Delivery

• Oversaw a team of global implementation consultants in efforts to standardize new client solutions
• Partnered with solutions consultants to develop hand-off process from pre-sales to post-sales
• Partnered with product to share client feedback for product roadmap development
• Disseminated technical requirements internally across all departments to ensure operational success

Signal
Apr 2014 > Jan 2017

Solutions Consultant

• Partnered with account and sales teams to lead the discovery and technical requirements phase for new opportunities
• Developed and delivered customized product demonstrations and proofs of concepts for new prospects and existing clients
• Documented conceptual framework and technical approaches to solutions
• Educated customers and partners on the benefits of Signal's products and identified new product functionality opportunities

Performics
Jul 2013 > Mar 2014

Technical Account Manager, Strategy & Analytics

• Provided technical support and training to implement tracking solutions with SEM and ad serving technology platforms across all channels
• Worked closely with account teams, partners and clients to identify appropriate strategy, created tags and QAed integrations
• Partnered with business intelligence and analytics teams to integrate data into Performics data warehouse

Performics
Oct 2010 > Dec 2013

Senior Operations Account Manager, Local Search

• Built, launched and managed industry-leading, customized local paid search campaigns
• Focused on creating and refining efficiencies to increase scalability and effectiveness of accounts
• Managed over 125 advertisers and over 350 campaigns concurrently
• Technical lead and launch manager for the Local search team

🎓 EDUCATION + AWARDS

Iowa State University
2001 > 2005

Bachelor of Arts, Advertising

Signal
Dec 2017

Signal Amplifier Award – 2017 Innovation Winner

Performics
Apr 2012

Vanguard Award