**Clay Nichols**

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# Experienced Product Manger

# Summary

I started writing software in high school, developing video games. I took a detour to the hardware side and earned a BS in Electrical Engineering, I worked at several IT consulting companies developing products for each of them. I bootstrapped my own healthcare software startup to $3M revenue.

I've taken a non-traditional path. Instead of climbing the corporate ladder, I built my own. I’ve worn most of the hats: Engineering, UX Design, Support, Sales, Marketing and Product Management, all with remote teams. I love helping customers and internal teams understand each other’s needs and work more effectively. Despite my extensive experience, I don’t assume I have the best answer. The team often has the answers to their problems. They just need some help exploring them.

A few years ago, I fully automated my company. This freed me for other opportunities such as consulting in a variety of industries and continuing my education, emphasizing communication, sales & negotiation. I helped clients primarily with marketing & design, increasing sales conversions 51% and growing sales 30%.

# Areas of Expertise

* Product Management
* Creating Product-Market-Fit
* Wireframing / Rapid prototyping
* UX (User Experience) Design & Testing
* Sales & Marketing
* Agile software development
* Consulting

# Career Highlights

I have repeatedly taken initiative to expand revenue and reduce costs:

* Founded a software company that generated over $3 million in revenue
* Created a new product generating over **$100k ARR** (annual recurring revenue) rural telephone companies.
* Designed monitoring hardware that **reduced downtime 97%** for Murphy Software’s remote PC “kiosks”
* Created troubleshooting course that **increased student success by 25%**, while teaching software engineering
* Top salesperson within first month at First Team Nissan. (#1 in Customer Satisfaction, #2 in Volume)

# Professional Experience

## Sales – First Team Nissan Feb 2021 - present

## UX & Marketing Consulting - NicholsConsulting.org - Sept 2018-present

* Redesigned websites, increased sales 30%
* Improved email marketing – Increased Open Rate 32%, Click Thru Rate 51%.
* Created & delivered marketing presentations that generated sales leads
* A/B tested sales funnel effectiveness using Google Analytics & Optimize, Hotjar & Mixpanel.
* Digital product rebranding

## Product Manager & Software Developer - Bungalow Software, Inc. - Nov 1998-present

Marketed & sold 19 products worldwide

* Grew sales from $0 to $3 million revenue
* Achieved #1 Google search position with Content Marketing in blog
* Created Sales Funnels: Paid Ads leading to email marketing & blog, resulting in sales calls with 60% conversion rate

Managed, Designed & Tested 2 healthcare products & 3 websites

* Cross-platform, Responsive Design web-app built by remote team ($150K budget) & Desktop Program ($100K budget)
* Researched User needs, Created Use-Cases & User Stories & tested with hi-fidelity prototypes
* UX Research & Testing in-person & via UsabilityHub.com, 5SecondTest.com, etc.

Created 17 healthcare software products from concept to completion

* Designed clear, easy-to-use UI’s (User Interfaces) for brain-injured patients

## Coach, Productivity & Knowledge Management - Forte Labs - 2018

* Coached students, helping them focus on their desired outcomes & overcome obstacles
* Improved my own coaching by working with the head coach (a “coach’s coach”)

## Guest lecturer on healthcare technology - University of Colorado at Boulder - 2018

* + **Software Developer** – Murphy Software, Inc. - 1995-1998
  + **Engineering Analyst** – GVNW, Inc. -1992-1994

# Education

## Negotiation & Sales Coaching – 88 Owls

## Digital knowledge management course – Building A Second Brain

## Interpersonal communication training - Landmark Training

## BS: University of Louisiana at Lafayette

* Major: Electrical Engineering; Minor: Telecommunications

## Electronic Technician “A” School - US Navy

* Learned to troubleshoot & repair communication equipment (9-month technical training)
* Top Secret Security Clearance

# Leadership

* + - VP of Public Relations - Toastmasters
    - Coached robotics teams
    - Leadership Development Committee - UUC Church
    - President, VP, Outgoing President - New River Bicycling Association (NRVBA)
    - Logistics coordinator (food & services for 500 riders, 11 locations) – NRVBA
    - President, Pi Kappa Alpha Fraternity