

# Tod Cordill

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0406 SW Nevada Street, Portland, OR 97219

Strategic thinker skilled in modern marketing techniques, product development and management, marketing automation, and general business processes. Adept at working with all levels of organizations.

## Education

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Master of Business Administration  
Portland State University, Portland, Oregon

B.S. Mechanical Engineering  
Cal Poly, San Luis Obispo, California

## Professional Experience

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### Marketing Technologist

[Premier Press](#) | Portland, Oregon

*Jan/2013 to present*

Business development and marketing program implementation at this commercial printing and marketing services provider. Increased company's effectiveness in defining, selling and implementing integrated marketing solutions for clients that combine various media types (email, direct mail, microsites) into campaigns and ongoing marketing programs.

### General Manager

[SharedInk, Inc.](#) | Portland, Oregon

*Nov/2010 to Jan/2013*

Managed all phases of sales, marketing and operations of this online photo book manufacturer.

Highlights:

- Defined and implemented new products and services for professional photographers.
- Initiated social media lead gen strategy.
- Implemented new web site design that resulted in increased traffic and an improved user experience. Pages viewed per visit up 59%, average visit duration up 75%, and bounce rate down 52%.
- Implemented Zendesk customer service SaaS, resulting in 100% customer satisfaction.

Skills: Social Media Marketing, Software Requirements Planning, Web Site Design, Lean Manufacturing, Digital Marketing, Web Content Writing, HTML Email

### Online Marketing Consultant / Contractor

[Various companies](#) | Portland, Oregon

*September 2007 to November 2010*

Implemented a variety of web sites, web applications, and cross media marketing campaigns.

Projects included:

- Cross-media marketing (email, direct mail, micro web sites) campaigns.
- Defined business goals, budgeting, and web site development for local SMBs.
- Integrated web mashups leveraging Amazon Web Services and AJAX.

Skills: Online marketing, HTML Email Marketing, Web Design, JavaScript, AJAX, PHP/MySQL

## Captain

[S/V Capaz | Somewhere in the Pacific Ocean](#)

*June 2004 to April 2008*

Fulfilled a lifelong dream by purchasing, preparing, and sailing a 48 foot sailboat from Portland, Oregon to New Zealand, and back to Hawaii. The trip was made with my wife and two pre-teen boys.

## Product Manager

[Autodesk, Inc. | Tualatin, Oregon](#)

*July 2000 to September 2003*

Defined market opportunities and requirements for new software and web service products for the Manufacturing Market Group. Generated market requirements, multi-release product plans and product messaging for new product introduction.

**Autodesk Streamline:** Managed the fast track introduction of Autodesk's first online collaboration SaaS.

**Autodesk Inventor Professional:** Defined product and implemented launch plan of this suite of products. Concept eventually involved into the Product Design Suite, a model now used across all the company's market groups.

Creating Autodesk Inventor Professional required the successful acquisition of three companies that expanded Autodesk's solution set for manufacturing customers. Developed business case and product strategy, conducted due diligence, and integrated new employees into Autodesk.

## Product Designer

[Autodesk, Inc. | Tualatin, Oregon](#)

*June 1996 to July 2000*

Customer advocate on team developing Autodesk Inventor, an award winning mechanical CAD solids modeling application. Member of seven person cross functional team that that defined product vision and architecture for this flagship mechanical product. The team subsequently grew to 200+ developers.

- Translated market requirements into product vision and product requirements
- Provided functional specifications and technical leadership for product functionality
- Software user interface design and documented user work flows
- Developed training materials and trained customers, application engineers, and technical writers at several locations in North America and Europe.

## OEM International Team Leader

Warn Industries, Inc. | Milwaukie, Oregon

*June 1994 to June 1996*

P&L responsibility for a cross-functional product team, which included professional and hourly manufacturing personnel that designed, manufactured and shipped automotive OEM products.

Highlights:

- Turned around money losing business, increasing annual revenue from \$1 million to \$4 million.
- Primary sales and technical contact for automotive OEMs in US, Japan and South Korea. Negotiated sales, delivery, and service contracts.
- Developed, trained, implemented, and audited ISO 9000 compliant processes. Implemented Toyota Production System lean manufacturing concepts on team and with suppliers, significantly reducing WIP inventory, overtime, and scrap while increasing product quality.

## Senior Design Engineer

Warn Industries, Inc. | Milwaukie, Oregon

*January 1992 to June 1994*

Developed proposals and designs for company's first products designed exclusively for international automotive OEMs. Researched automotive OEM market opportunities to set direction of R&D efforts.

## Design Engineer

Electro Scientific Industries, Inc. (ESI) | Portland, Oregon

*July 1985 to July 1991*

Developed and introduced into production several sub-systems of company's microelectronics laser trimming systems. Highlights include:

- Created innovative sheet metal system chassis that replaced labor intensive welded tube frame. First prototype was fabricated in 40% of the time and at 50% the cost of the production chassis.
- Reduced design iteration time from 20 to 4 hours while improving accuracy by programming laser beam path using 3D CAD APIs.

## Professional Development

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Integrated Print/Marketing Seminar, Mindfire Marketing Automation Course, Pragmatic Product Management seminars, Toyota Production System (JIT, kanban, lean manufacturing), Human Computer Interaction graduate course, Conducting Business in Japan, Negotiating Skills, Quality Function Deployment (QFD), ISO 9000 Auditing, Supplier Quality Management, Statistical Process Control (SPC), Failure Mode and Effects Analysis (FMEA), Project Management