Blackblot® PMTK Curriculum Vitae

<Comment: Replace the Blackblot logo with your company logo.>

Company Name: <Enter company name>
Product Name: <Enter product name>

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Document Revision History:

Date	Revision	Revised By	Approved By
<Enter revision date>	<Revision #>	<Enter your name>	<Enter name>

Table of Contents

1. Introduction
    1.1.   Document Objective
            This document provides a framework for preparing a product management oriented curriculum vitae.

            <Comment: The curriculum vitae (a.k.a. curriculum vita, CV, résumé) is a document that lists an individual's professional history, skills sets, and specific key contributions that convey the individual's current and future value potential to an organization. It is recommended that the curriculum vitae be prepared after preparing a PMTK Professional Development Plan.>

2. Curriculum Vitae Authoring
    2.1.   Section Objective
            This section describes the principles that guide the preparation of a product management oriented curriculum vitae.

            <Comment: The curriculum vitae is not only about what you did. It is also about what you can do, your potential contribution, and the value you can provide to a company when entrusted with a particular role. What you did should give as much indication as possible of what you can do and your potential contribution. The CV probably should have both – what you have accomplished and how you accomplished it demonstrate what you can do in the future and the value of that future contribution (based on the value of past contributions).>

    2.2.   Scope of Skills
            Those in the field of product management must possess a multitude of skills with a cumulative emphasis on strategic thinking and numerical analysis. Responsibilities may vary from company to company, but the core job function encompasses formulating market requirements and contributing to the search for the most productive way to build long-term value for a product.

            <Comment: When looking for qualified product managers, hiring managers carefully consider and query candidates on the four business competency components. Subsequently, product managers' curricula vitae should reflect their capability levels in the four business competency components.>

    2.3.   Business Competency Components
            This sub-section describes the components that reflect business competency.

            2.3.1.   Domain Expertise
                      Specific industry experience and technological know-how.
                      o Industry experience.
                      o Workplace accomplishments.
                      o Appropriate blend of education, training, and credentials.

            2.3.2.   Functional Expertise
                      Knowledge in processes, tools, and techniques to plan/market products.

- o Writing quality market requirements.
- o Ability to execute specific product management tasks.
- o Understanding relevant terminology and definitions.
- o Knowledge of product management processes and procedures.
- o Familiarity with product definition and management team structures.

2.3.3.   Soft Skills
Non-technical skills, mainly communicative (written, verbal, and presentation), used in business.
- o Thought leadership.
- o Communication skills.

2.3.4.   Strategic Aptitude
Long-term planning and decision-making abilities that help achieve corporate objectives.
- o Professional development.
- o Execution of a product definition process.
- o Product and market strategy formulation.

2.4.   CV Preparation Guidelines
- Include and use product management terminology as appropriate.
- Be more strategic than tactical and more managerial than technical.
- Be clear about the particular products you managed and their performance.

3.   Product Management CV
3.1.   Section Objective
This section describes a professional product management-oriented curriculum vitae's structure and format.

3.2.   Product Management CV Template
<Comment: See template and example in the following pages.>

<FirstName LastName – Curriculum Vitae>
<Street, Town, State, Zip
phone, email>

Objective
<Succinctly describe your professional vision that embodies the role and responsibilities you are professionally seeking.>

Career Summary
- <Enter text.>
- <Enter text.>
- <Enter text.>

<Comment: In the first bullet point, describe your education and your unique selling proposition (USP). Using no more than three bullet points, in descending order of tenure or importance, describe the highlights of your career in the form of accumulated experience and skills gained. This section must be as factual as possible and reflective of the competencies you have acquired over time via your accomplishments. Alternatively, you can merge the data points into a short paragraph of no more than two sentences.>

Professional Experience
COMPANY (company description), City, State, Country
Workplace Title, Begin Date-End Date
<Enter text.>

<Comment: Using no more than three bullet points, in descending order of tenure or importance, succinctly describe your workplace accomplishments, notable contributions, or professional gain. The reader must clearly and easily infer that these can translate to future workplace contribution and job performance. In this section, do not list your job description, instead note what you were responsible for.>

Education
INSTITUTION, School, City, State, Country
Degree, Graduation Date
<Enter text.>

<Comment: Using no more than two bullet points, in descending order of tenure or importance, succinctly describe your educational accomplishments, notable contributions, or awards. The Education section can precede the Professional Experience section if your employment history is too short.>
- Certifications: <Enter text.>
- Training: <Enter text.>

Additional Information
- Languages: <Enter text.>
- Technical Skills: <Enter text.>

John Smith – Curriculum Vitae
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(999)999-9999, john@smith.com

Objective
A product marketing leadership position in network security, with an emphasis on market strategy formulation, process improvement, and product portfolio management.

Career Summary
- Marketing MBA specializing in high-tech product marketing of security products.
- Senior-level team leader with six years of experience in product portfolio management.
- Four security (firewall, NIST) products brought to market with all objectives achieved.

Professional Experience
OCTAGON (information security software developer), Boston, MA, USA
Director of Product Marketing, 20xx-Date
- Developed and executed market strategy for the e-secure product line. Promoted sales from $1.4 million to $19 million in three years.
- Launched the e-secure firewall product globally in 2010 and established market leadership (37%) in units sold.

CUBICLE (information security systems integrator), New-York, NY, USA
Senior Product Marketing Manager, 20xx-20xx
- Created and executed the e-safe marketing plan, increasing market share by 86%.
- Launched two NIST products in North America and managed to sustain marketing efforts. Products achieved all awareness and market share objectives in 2011.
- Performed a business case for the e-gate portal security application.

Education
DARTMOUTH, Tuck Business School, Hanover, NH, USA
MBA, Information Systems and Marketing, 20xx
- Finalist, Amos Tuck business venture competition.
- Research assistant, marketing strategies course.

GEORGIA TECH, College of Management, Atlanta, GA, USA
BA, Business and Marketing, 20xx
- Graduated cum laude.

- Certifications: CCNA (20xx), CISSP (20xx), Blackblot Master BPMP (20xx).
- Training: Blackblot Strategic Product Manager™.

Additional Information
- Clearances: DOD (20xx), NSA (20xx).
- Languages: Fluent in English and Spanish.
- Technical Skills: TCP/IP, HTTP, Firewall, Intrusion Detection, VPN.