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## Summary

People-oriented web product management professional. Solid marketing experience and comprehensive knowledge of Internet architecture and e-commerce. Proven talent for identifying core business needs and translating them into user-friendly technical deliverables.

## Experience

### *Independent Consultant*

Chicago, IL, January 2009 - Current

- Assist companies in defining, launching and marketing their online and software-based products.
- Work for clients spans market research, product roadmapping, consumer usability studies, user interface wireframes, functional specification writing, creative direction, project management, launch management, sales training, user acceptance testing, and online and offline marketing plan development.
- Primarily serving companies in the Spectrum Equity Investors portfolio, including NetQuote LLC, and IPay Technologies. Additional client information available upon request.

### **NetQuote, LLC**

Denver, CO, May 2007 – January 2009

*Vice President, Product Management*

- Provided leadership and strategic vision to product development and creative departments for the insurance industry's #1 lead provider. Presented quarterly results to Board of Directors.
- Accelerated NetQuote's site redesign project. Focused team on increasing conversion rates through improved user experience and click path optimization.
- Institutionalized modern online marketing testing methodology and web analytics.
- Transitioned employees and mentored key managers through organizational restructuring in January 2008.
- Hired search engine optimization staff and kicked off in-house SEO strategy.
- Created NetQuote's Lead Management System, the industry's most advanced web application dedicated to organizing and responding to incoming insurance leads.

### **FTD, Inc.**

Downers Grove, IL, August 2006 – May 2007

*Director of Product Development*

- Responsible for product development, web production, online marketing, operations, and customer service for Florists Online, FTD's hosted website solution used by more than 8,000 florists nationwide. Complete P&L responsibility. ~\$12 MM annual revenue.
- Coordinated florist program marketing and merchandising plans with FTD.com consumer business.
- Directed florist data control group (8 FT operations employees using JDEdwards' AS/400 system). Process improvements made in first 3 months not only significantly improved sales application turnaround time, but uncovered more than \$500,000 in undercharged fees.

**Classified Ventures LLC** (wwwApartments.com)

Chicago, IL, February 2005 – July 2006

*Director of Product Development*

- Responsible for all aspects of the private party segment (For Rent by Owner and Newspaper Listings). Category grew 77% to nearly \$1.8 MM in revenue in 2005.
- Spearheaded development of two new print-online combo products designed to capture online ad orders at partner newspaper call centers and websites. Projected network revenue for 2006 was \$2.5 MM.
- Led team to launch RentalHomesPlus.com, a new website designed to quickly establish market share dominance in the rental homes space – an industry with an estimated \$351 MM annual marketing spend for vacancies. Project moved from concept to launch in four months.

**Teleflora LLC**

Los Angeles, CA, February 2002 - November 2004

*Senior Manager, Internet Group (2002), Director of eCommerce (2003)*

- Managed all aspects of product development and web production for Teleflora's Internet units, including Teleflora.com, MyTeleflora.com and the eFlorist program (a turn-key ecommerce solution for florists.) Program grew from ~4000 websites to ~11,000 websites in 2 years.
- Designed Teleflora's e-mail marketing program (both for retention and new customer acquisition), boosted traffic with online ad placements, and helped to secure an online marketing partnership deal with Amazon.com.
- Hired search engine optimization partner firm (Bruce Clay LLC) and coordinated in-house SEO strategy.
- Made recommendations for overall merchandising strategy, including development of product content, search enhancements, improved cross-sell/up-sell opportunities.
- Supervised producers, designers, writers and front-end coders for all of Teleflora's websites and several sister-company sites, including Paramountfarms.com, AlmondAccents.com and PomWonderful.com.

**The Viva Group** (www.rent.com)

Santa Monica, CA, May 2001 - August 2001

*Contractor*

- Used quantitative research and US property rental market data to evaluate consumer demand and determine new feature enhancements for the website.
- Strategy included rewriting and redesigning site, overhauling search, and reorganizing customer service content.
- Made recommendations on wireframes, reviewed functional requirements, assisted with project management, worked with design team and wrote new site copy.
- Initiatives immediately increased consumer-side conversion rates by 2x.

**eToys, Inc.**

Los Angeles, CA, July 1998 - March 2001

*Product Manager (1998), Manager of Product Content (1999), Executive Editor (2000)*

eToys.com (Los Angeles, CA)

- Built and led content strategy. Focused on conversion and extending session times.
- Created functional specs and production concepts for product content pages and business requirements for content management systems.
- Integral member of website production development team. Reviewed user-testing data, evaluated technical specs/requirements, analyzed competitive landscape, determined development priorities and presented findings to senior management.
- Worked to build consensus around content strategies with key stakeholders including CMO, SVP of Product Development and SVP of Merchandising, as well as outside partners including GAP, LEGO and McDonalds.
- Recruited, developed and managed staff of 26 FTE. Directed copy production for 30,000 SKUs. Responsible for annual budget of \$5 MM.
- Product content & conversion strategies contributed to 130% growth in conversion rates and increased session time by as much as 25%.

BabyCenter.com (San Francisco, CA)

- Consulting Content Manager for eToys' three-time Webby-award winning website for expectant parents, BabyCenter.com.
- Directed content development process for the re-launch of online store.
- Directed CRM team in using targeted customer communications and CRM e-mail campaigns to increase customer loyalty, traffic and sales, resulting in 200% year-over-year revenue growth in 2000.

**Education**

NORTHWESTERN UNIVERSITY, Evanston, IL.

Bachelor of Science, Speech Communications, Radio/TV/Film

Bachelor of Arts, International Studies

**Skills**

Extensive experience in project planning and resource management. Mastery of website architecture, design and usability. IBM/MAC proficiency with strong application experience in Word, Excel, PowerPoint, Project, Access, Visio and Photoshop. Solid understanding of HTML and Flash. Familiarity with standard back-end technologies, including databases, networking and development languages (Java, ASP, etc.). Experience with Mediasurface and other content management systems. Additional skills include tactical media training (Media Strategies, Jeff Ansell & Assoc.).

**Leadership/Honors**

Management Training Director - eToys.com

At the request of senior management, in partnership with consulting firm, Villeneuve Associates, spearheaded and developed management and leadership training program for Web development managers. Instruction included topics such as leadership skill building, performance management, mentoring and communication.