

NADINE M. TANNER

www.ntanner.ca ~ nadinet@bellaliant.net
902-835-4678 (home) ~ 902-449-1194 (cell)

PROFILE:

Technically savvy B2B product marketing specialist bringing more than 20 years experience in working with start-up and high growth companies. Expertise in branding, go-to-market strategy, competitive intelligence, corporate communications and PR. Excellent skills in relationship building and interdisciplinary team dynamics. Strong research, coordination and coaching abilities.

EXPERIENCE

Senior Product Manager

Oct 2012 - present

SNL Metals & Mining (a division of McGraw Hill Financial)

Reporting to the metals & mining industry head this position is accountable for ROI created by the division's product offering, accelerating usage and revenues, developing targeted marketing, increasing market penetration, client retention and ultimately growing the overall product business.

- Crafted a branding campaign for the metals and mining division, including the incorporation of two acquired companies resulting in an 81% YoY increase in product demo requests and a 74% YoY gain in marketing-qualified leads assigned to sales reps
- Conducted ongoing analysis of SNL's client-facing website and product usage behaviour to guide the development of marketing campaigns
- Responsible for industry go-to-market plans and implementation, developing strategy and aligning tactics; member of company-wide go-to-market and product framework team
- Developed a formal competitive intelligence process to conduct market research and perform regular competitive intelligence assessments
- Led the successful sunset project for the integration of Metals Economics Group and IntierraRMG online products and proprietary content—coordinating activities of multiple business units, defining requirements, managing issue resolution, and prioritizing the work of geographically dispersed "Agile" development teams
- Managed ten successful quarterly product releases; Product Owner on several Agile development teams; industry launch manager

Director, Marketing

Feb 2008 – Oct 2012

Metals Economics Group (MEG)

- Developed and implemented strategic marketing and communications plans, including a major corporate re-positioning, imaging and branding initiative
- Supervised a corporate web-site redesign with SEO resulting in a 25% increase in traffic
- Executed an external engagement program including coordination of company events, global trade show participation, speaker calendars and delivery of presentations
- Implemented an international media relations program resulting in coverage in The Economist, The Financial Post, The Financial Times, The Globe and Mail, The Wall Street Journal, Washington Post, and all major industry publications
- Established social media marketing presence on Twitter, LinkedIn and Facebook
- Developed user personas and the foundations for MEG's go-to-market strategy
- Developed a formal Customer Care program while overseeing the Customer Care team

Director, Marketing and Customer Solutions

2002 – 2007

Coemergence Inc.

- Established the Coemergence [start-up] brand and played a key role in the development of the company's annual business plan, several investor relations reports, and successful request for proposal responses
- Developed and implemented a market research and competitive intelligence program, including customer interviews and in-depth competitor research, analysis and reporting

- Acted as corporate webmaster, creating a dynamic and attractive information source for existing and potential customers, investors and partners; launched a corporate blog
- Established ongoing relationships with media, including coverage in CIO Magazine, The Globe and Mail, The National Post, Progress Magazine, IT Business.ca, KMWorld Magazine, and Line56
- Generated industry recognition – AO 100 Top Private Companies for 2007; InfoWorld 100 Award; KMWorld 100 Companies that Matter, 2006; KMWorld Trend-Setting Product of 2005; Branham 300 – Top Up & Comer 2005

Communications Advisor 2001 – 2002
Communications Nova Scotia (contract)

- Carried out all internal and external communications activities related to the development and official launch of the Nova Scotia Business Registry; including coordination among municipal, provincial and federal government departments and agencies
- Provided communications support for all registry related initiatives including Vital Statistics, Registry of Deeds, Personal Property Registry, Registry 2000, Assessment and Civic Addressing
- Produced a quarterly internal newsletter

Marketing and Communications Specialist 1999 – 2001
TecKnowledge Healthcare Systems Inc.

- Developed the TecKnowledge corporate brand and go-to-market strategy, working closely with Development, Operational, and Sales teams
- Conference Coordinator for the First National TeleHealth Site Coordinators' Conference
- Coordinated the preparation of numerous winning proposals including the First Nations Telehealth Research Project, and the renewal of the Nova Scotia Telehealth Network contract
- Programmed and maintained the company's Intranet and Internet sites
- Successful applications submitted for industry awards including the **CANARIE IWAY Award** and the **CIPA Award of Excellence**

Executive Director 1995 – 1999
Science and Technology Awareness Network (STANet), Dalhousie University

- Developed program structure and built a provincial partnership increasing stakeholders by 250+% over 4 years
- Coordinated hundreds of activities during Science and Technology Week/Month and similar celebrations throughout the year, each year building an increase in participation
- Authored, *STANet's Complete Guide to Planning and Implementing Science Awareness Activities* and, the *STANet Science Education Guide*
- Developed and implemented educational materials including the province's first portable forensic science package, "Who Dun It?", with the cooperation of the RCMP Forensic Laboratory and the Chief Medical Examiner's Office
- Awarded: **Michael Smith Award** (National award recognizing excellence in the promotion of science to youth); **Conference Board of Canada - Broad Community Collaboration Award for Excellence in Business - Education Partnerships**

OTHER EXPERIENCE:

Interim Instructor - NSCC, Business Faculty (Akerley Campus) 2007
Teacher - Halifax District School Board, Gorsebrook Jr. High School 1995
Teacher - Chief Sam Cook Mahmuwee Education Center, Split Lake, MB 1992-1994

EDUCATION:

Certificate in Marketing (with distinction), University of California, Berkeley, CA 2012
Web Master Certification, Dalhousie University, Halifax, NS 2001
Bachelor of Education, Dalhousie University, Halifax, NS 1991
Bachelor of Science (Biology Major), Acadia University, Wolfville, NS 1990