

## **JOSHUA LEVENTHAL, PMP**

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### **SUMMARY**

Strategic and technical project manager with expertise driving large cross-functional projects, leading go-to-market strategy, and delivering SaaS products to market. Skilled at learning and explaining complex topics and building consensus among a wide range of business and technical stakeholders, including C-level executives. Strong leader of internal teams and trusted partner to clients.

### **EXPERIENCE**

Button, *Mobile Commerce Technology Platform*

**New York, NY**

#### **Technical Project Manager, 2019-PRESENT**

- Developed and implemented go-to-market process for new products, documenting KPIs and project artifacts, allowing the company to track milestones for the first time and unlocking a diversified SaaS revenue stream
- Created a playbook for the implementation of new technology, enabling scalable rollouts to clients, resulting in successful adoption of a machine-learning personalization product which outperformed baseline by over 40%
- Led client integrations across loyalty and FinTech publisher apps, empowering clients to efficiently launch robust in-app commerce strategies resulting in 30%+ lift in conversion rates
- Rearchitected critical process for SDK releases, leading disparate teams across Product, Engineering, Sales and Marketing, to align on a shared strategy for launching products to market, leading to rapid adoption of new features

THE EXCHANGE LAB, *Programmatic Advertising Platform*

**New York, NY**

#### **Senior Project Manager, 2016-2019**

- Collaborated with global client and technical teams to lead the North American rollout of Proteus, a proprietary advertising technology platform and data management tool, to Group M agencies across dozens of advertisers
- Gathered product and integration requirements, prioritizing by opportunity size, helping technical leadership prioritize development work to meet client deadlines and company strategy
- Communicated project updates, context on client engagements, and business risks to global C-Suite
- Developed resourcing and project template documents using Smartsheet, creating a scalable process for operational and tech teams to implement the technology, ensuring client adoption

SAILTHRU, *Omni-channel marketing personalization SaaS provider*

**New York, NY**

#### **Senior Project Manager, 2013-2016**

- Collaborated cross-functionally with technical, strategic, and creative teams to deliver comprehensive solutions to meet client requirements, while managing client and third-party technical resources, timelines, and budgets
- Advised e-commerce and media brands, as a consultative partner, to optimize the use of the Sailthru tool to meet business and technical needs, driving increased revenue, 95% customer retention, and averaging 9/10 on client satisfaction surveys
- Directed scoping efforts with Sales team to determine technical complexity for b2b software for new client projects to develop customized project plans, consistently delivering successful product implementations
- Led a large fashion ecommerce brand to successfully implement the product across 18 international business units, coordinating the migration of user data for over 35MM users, driving 15% lift in email revenue
- Drove the implementation of personalized email marketing program for an ecommerce client, resulting in \$300K incremental revenue from email within 5 months by providing strategic and technical best practices
- Trained and mentored junior and contract PMs on product and process, enabling accelerated ramp ups

APPNEXUS, *Digital advertising technology platform*

**New York, NY**

#### **Commercialization Project Manager, 2012-2013**

- Managed the company's monthly product release cycle within an Agile development framework, coordinating internal and external training, product documentation, and marketing messaging across six product portfolios

- Enabled clear lines of communication between technical and business organizations to develop effective go-to-market strategy across three client segments
- Worked closely with the Product and Engineering teams to communicate technical product offerings into easy to comprehend, benefit-focused language, empowering clients to gain maximum business value

## **BLACKROCK FINANCIAL MANAGEMENT**

**New York, NY**

### **Associate, Portfolio Client Services, 2007-2011**

- Led operational setup and workflow for over \$60B in new client portfolios, including proprietary hedge funds, mutual funds, institutional accounts, international clients, sub-advised funds, and high net worth clients
- Communicated with existing and prospective clients, fund accountants, custodian banks, and prime brokers to launch new and transitioning portfolios, allowing for timely on-boarding of new assets
- Led onboarding efforts for several large projects including AIG and Bear Stearns portfolios, Canadian asset-backed commercial paper restructuring, US government TALF program, BGI Fixed Income integration, and the splitting of \$2B hedge fund
- Analyzed portfolios to determine the proper asset mix for asset transfers and fund mergers, facilitating seamless transitions to portfolio managers, service providers, and institutional clients

## **EDUCATION**

**THE UNIVERSITY OF MICHIGAN**, College of Literature, Science, and the Arts

**Ann Arbor, MI**

Bachelor of Arts in Economics and Political Science, April 2007

Micro/Macro Economics, Financial Economics, International Finance, Game Theory, International Politics

## **QUALIFICATIONS & COMPETENCIES**

- Project Management Professional Certification
  - Strong communicator amongst clients, stakeholders and project teams
  - Project leadership across a variety of methodologies including Waterfall, Agile, Scrum, and Kanban
  - Project Management Software: JIRA, Smartsheet, Salesforce, Confluence, Clarizen, Basecamp
  - Strong working knowledge of HTML, CSS, JSON, and API functionality
  - Microsoft Office (Excel, PowerPoint) proficiency
- Interests: health & wellness, travel, basketball, weight-training, yoga, poker, skiing