

Craig Reeves

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Accomplished Product Management and Market Development Specialist

Highly autonomous, self-motivated and goal-driven product innovator, with proven first-to-market accomplishments and successful follow-on sell-through. Extensive experience conducting actionable market research, defining product roadmaps, creating technical product definitions and successfully launching new products.

Professional Experience

PRODUCT MANAGER / GEMINI AUDIO / JAN 2016 - PRESENT

At Gemini, my primary goal is to reposition the brand with a combination of targeted product development and effective brand management and marketing. Using the skills I've developed over the last 8 years, combined with the venerable brand history and IP of Gemini, I expect to achieve significant progress towards my goal in my first year.

OWNER / CAFFEINATED DESIGNS / FEB 2014 – JAN 2016

Caffeinated Designs serves as a platform for several personal projects, as well as a source for regular consultation work in product management and content creation.

- Developed concepts for Alesis and Beyond Music
- Created engaging content for several online publications related to MI
- Work regularly with CognitoLink consulting on a number of products

SENIOR PRODUCT MANAGER / MUSIC GROUP / OCT 2010 – DEC 2013

At Music Group, I introduced the IP necessary to develop modern controller products for an international brand (Behringer). As a key driver in redirecting the marketing focus to include lifestyle marketing, I was integral to the development of more friendly and engaging customer support.

- Managed the DJ vertical (\$20 million dollars annually): created the product roadmap and budget, brand management, and service / support documentation
- Brought 15 products to market, managing as many as five simultaneously
- Worked closely with R&D and Engineering resources in China and the Philippines, as well as several OEM/ODMs (for both finished goods and parts)
- Successfully developed and deployed a marketing strategy for Behringer controller products. As budgets were tight, this effort was the definition of a bootstrap operation, relying heavily on inbound marketing, social media and innovative problem-solving
- Created and deployed new product Launch Packages containing sales channel focused marketing material ranging from competitive feature and product landscapes to hot sheets and video demonstrations
- Developed vertical specific marketing materials, including product packaging, catalogs, brochures, and trade show booths

PRODUCT MANAGER / THE STANTON GROUP / SEPT 2008 – OCT 2010

Stanton was a crash course in technology products, including products from capsense controllers to ARM-based embedded products running sophisticated custom audio mixing software.

- Worked within the Product Development team to define groundbreaking new products, ranging from digital vinyl to capacitive touch and motorized platter controllers
- Participated in moving the Final Scratch software from Linux to Windows, as well as the feature definition of the Native Instruments Traktor DJ software
- Helped define product specification for ARM based performance product capable of automatic beat synchronization, effects processing, real-time tempo analysis, and sophisticated library functionality
- Conducted extensive functionality testing and cosmetic evaluation on pre-production products, and communicated results in detailed reports to engineering teams and ODMs
- Lead marketing department in content creation for product manuals, advertising, and related support documentation

AUDIO ENGINEER / MEDIACOMM / NOV 2005 – SEPT 2008

In charge of all aspects of audio design for a number of nationally televised programs. Defined standards that delivered quality audio for network sports programming (FIA Formula 1 on Fox).

- Ran audio on large format consoles (analog and digital) for live and pre-recorded shows
- Programmed RTS Zeus matrix intercom system using AZ Edit software running in Windows
- Organized transition from 2.0 to 5.1 channel audio, including downmixing for SD programming and ensuring compliance with network audio standards
- Responsible for regular post-production sessions (show production, audio sweetening, commercials) using ProTools HD w/Pro Control

AUDIO ENGINEER / AOL TIME WARNER / SEPT 2001 – NOV 2005

After being hired by CNN on September 14th, 2001 I quickly learned how to perform and thrive in a high-pressure environment.

- Ran audio on Euphonix digital consoles for live television broadcasts
- Maintained ENCO DAD Pro computer based audio playback systems for both Headline News and CNN Domestic, including optimizing OS variables for flawless audio playback
- Worked as Live Coordinator for CNN Domestic (Larry King Live), organizing incoming remote feeds for shows

BETA TESTER / NATIVE INSTRUMENTS / APR 2003 – NOV 2008

As a freelance beta tester, it was my responsibility to follow supplied testing methodology and report my findings to the engineering team.

- Tested Traktor DJ software and documented bugs using web based bug tracking software
- Extensive QC testing of hardware audio interfaces in Windows and OSX
- Participated in discussions outlining new software functionality

On The Web

Website - <http://www.chreeves.com/>

LinkedIn - <https://www.linkedin.com/in/craighreeves>

PROFESSIONAL REFERENCES

“Craig is a product development steam train. Not only was Craig an absolute delight to communicate and work with, he made projects happen. Throughout the time I had the pleasure of working with him, I learnt a lot from him, admiring his pure drive and force to push projects forward. Without Craig, some awesome things would not have happened, and in the process, we could not help but develop a strong working relationship between us and a valuable friendship. I can only hope to work with Craig again in the near future.”

*Scott Hobbs, Product Designer at Native Instruments
Co-Worker, The Stanton Group*

“‘Intimidating’ may be a strange way to describe Craig, though it is not used in the pejorative sense at all. Of the people I have had the chance to work with, Craig is easily one of the most intimidating, from his wealth of knowledge to how sharp he is from a business standpoint. Even though we were peers, I feel that Craig was a mentor as well, teaching me to distill my ideas in a way that I had never had to and sharpen my toolkit further. From business case to design, implementation to testing, there are fewer stronger than Craig.”

*Andrew Bach, Global Sales Manager, Pro & MI: Beats by Dr. Dre
Co-Worker, The Stanton Group*

“Craig brings a higher level of thinking to everything he does and inspires everyone around him. He is a technological wealth of knowledge (especially when it comes to DJ technology) and is one of the most advanced product development professionals I have ever met. I cannot say enough great things about Craig so I will leave it at this: if you want the right forward-looking product line, brought to market the right way, Craig is your man.”

*Gregg Stein, Head of Global Sales at ROLI
Co-worker, BEHRINGER North America*

“Craig has proven himself not only an astute and connected product manager in the DJ realm, but also as my designated hitter in several other verticals. My definition of product management encompasses product lifecycle, advocacy and collateral; Craig understands how important these elements are to the success of a product and consistently delivers on all counts. Detail oriented, immensely capable and a true team player, Craig is one of the most accomplished product managers I have ever managed. A fast study, he is always stretching the limits of his knowledge base in pursuit of self-improvement. I consider him an integral part of my product development team and an industry leader”

*Costa Lakoumentas, Senior VP, Marketing, Product Management at Denon / Marantz Pro
Manager, BEHRINGER North America*

“Craig exemplifies what a Product Marketing Manager should be. He has the most intuitive understanding of anyone I have run across in the DJ area. However, I'm certain he could transfer that skill set to any industry. Craig's launch of the Behringer CMD series of controllers was a textbook example of execution. Landing Craig Reeves would be a huge win for any organization, especially in the DJ industry.”

*Jonathan McCune, Director of Product Development, Sourcing, and Manufacturing at M-Edge
Product Manager, BEHRINGER North America*