

# Joe Manning



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Experienced leader with expertise in marketing, technology, real estate, and a passion for data analytics and products.

## 👤 EXECUTIVE SUMMARY

Garnering 20 years of experience, including 10 in leadership, significant business achieving growth through skills in product management, sales, and analytics, boosting team collaboration by 20%.

- Boosted operational efficiency by 30% and reduced time-to-market by 25% through strategic product management.
- Improved efficiency and customer satisfaction by 20% and 15%, respectively, in account management.
- Delivered customer-centric, data-informed strategies in leadership roles, elevating business performance.

## 📅 WORK EXPERIENCE

📅 10/2022 – PRESENT 📍 DANVILLE

### Joe Manning Dot Com

- National Real Estate Tech Consultant, catered to over 25 diverse clients.
- Amplified client recruiting, retention, and adoption by up to 50% with tailored tech solutions.
- Penned 20+ strategic articles, reaching an audience of over 1000 readers.

📅 06/2017 – 10/2022 📍 DANVILLE

### Chief Marketing Technology Officer Berkshire Hathaway HomeServices DP

- Director of Technology (2017-2019) was promoted to lead a team of 7 marketing and technology specialists.
- Revamped and automated initiatives, resulting in cost savings of 30% and increased recruitment/retention.
- Elevated service quality, response times, accountability, and collaboration across the company by 50%
- Capitalized on data insights to enhance client and agent communication, loyalty, and satisfaction.

📅 02/2015 – 08/2017 📍 DANVILLE

### IT Product Manager Alameda Mortgage Corporation

- Guided the implementation and training of the BNTouch CRM system, improving the client communication of 35+ users by 25%.
- Established a call center, enhancing mortgage dialing efficiency by 80%.

## 📅 WORK EXPERIENCE

- Diminished time to close by 20% through an internal support ticketing system.
- Cultivated an appraisal management service, reducing invoice processing time by 50%.

📅 08/2010 – 02/2015 📍 PLEASANTON

### Director of Technology Better Homes and Gardens Real Estate | Mason McDuffie

- Progressed from Web Designer (2010-2014) to lead a team of 16, improving department efficiency by 20%.
- Constructed an internal report system, enhancing workload management by 30% and boosting morale by 15%.
- Launched a project management solution, improving overall efficiency by 25%.
- Pioneered VOIP upgrade across 50+ branches and migrated mail to Google Apps, cutting communication costs by 40%.

## 📄 CERTIFICATES

📅 2023

### Google Data Analytics Certificate

Harnessed data types and R programming to analyze problems, process datasets, and create visualizations.

## 🏆 AWARDS

📅 2021

### Marketing Leader | Housing Wire

Recognized for professional achievements, contributions to the housing economy, client impact, and personal success.

## 🎓 EDUCATION

### Product Design | BA San Francisco State University

Undertook comprehensive studies in design, technical writing, marketing, and environmental solutions.