

JOSEPH V. MANUSSIÉ III

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PRODUCT DEVELOPMENT:

- Collaborate with department/category management team to develop new products for private corporate label, and maintain currency of existing products and accessories.
- Manage development phases from inception to completion: specification and bidding, quality assurance, packaging and collateral development, internal marketing/communications, initial order and shipment, and support requirements (as needed).
- Maintain process documentation and development calendar(s) to ensure consistency with overall corporate goals and visibility to all project partners.
- Integrate customer/user feedback in existing product upgrades and new products.
- Project budgets, revenues and service volume related to each new/proposed product.
- Serve as product expert for internal partners (cross-selling and training/education) and outside liaison entities (product and service vendors, media, and regulatory).
- Contribute research, testing and formative input to development team.

PROJECT MANAGEMENT:

- Coordinate software upgrades and new product launches for health/fitness device with more than 100,000 users and \$20 million annual sales volume, including:
 - Launches of three new versions of class II medical device used for body monitoring
 - Software upgrades commensurate with each new hardware version, extending to smartphone applications compatible with various devices and operating systems
 - Device/mobile application certifications for Apple, Blackberry and Bluetooth
- Transition between subcontractors of customer service/tech support call center with volume as high as 10,000 calls/month.
- Collect and collate data for creation of protocols for on-going FDA compliance measurement.
- Work with various outside vendors and internal corporate departments for timely decision-making, specification revisions, document submission, marketing and other communications for deadline-driven assignments.
- Set up program and act as company liaison with institutions conducting research studies using body monitoring tool.

CUSTOMER SERVICE/SUPERVISORY:

- Integrate corporate customer service goals and culture within subcontracted technical support group; maintain on-going relationship with subcontractor, specific to the corporation's brand and expectations for customer experience.
 - Establish evaluation bases, and assess service metrics, for call center team members
 - Lead regular improvement planning meetings
 - Maintain balance of service hours available to projected volume
- Administer social media community in support of corporate brand, product use and general fitness/wellness, with particular consideration of power users as an extension of corporate messaging; develop procedures for customer complaint resolution/technical support of problems reported via social media.
- Identify, prioritize and work with IT personnel to implement functionality and feature improvements to product website and mobile applications within constraints of allocated development hours.
- Determine scope/content of monthly website changes to improve customer experience.
- Supervise and manage personnel and day-to-day customer service in fitness club and sports medicine/clinical settings.

EDUCATION AND TRAINING:

- Develop training materials for new product/version launches, as well as to address on-going technical problems as they arise.
- Refine interaction protocols for customer service/technical support call center team (± 20 members).
- Conduct on-site training for sales professionals in remote/branch locations and independently associated businesses.

EDUCATION AND TRAINING, *CONT'D*:

- Present specialized workshops, as requested.
- Develop and implement individual, group exercise, community wellness, and injury rehabilitation training programs for a broad spectrum of fitness levels (pedestrian to elite) in environments including: corporate, gymnasium/fitness, university/academic and hospital/health care.
- Propose and evaluate curriculum changes for regional technical college.

EXPERIENCE:

- **Erik's Bike Shop**, Sales Associate, 6/2014–present
- **Razor Sharp Fitness**, Exercise Physiologist, 7/2014–present
- **Dynamo Camp (member of Paul Newman 'Hole in the Wall' camps)**, Theater/Movement Instructor, 5/2013–7/2013
- **Florence English-Speaking Theatrical Artists**, Theater/Movement Instructor, 5/2013–7/2013
- **24 Hour Fitness**, Body Monitoring & Accessories Development Manager, 6/2011– 2/2013; Category Manager (bodybugg), 2010 – 2011; Product Development & Service Manager, 2009 – 2010; Research Manager*, 2008 – 2009; bodybugg and MyApex Project Manager*, 2007 – 2008; bodybugg Product Specialist*, 2005 – 2007; Account Executive*, 2003 – 2005; National Education Coordinator*, 2001 – 2003; Fitness Manager/Personal Trainer, 1997 – 1999 **as part of the Apex Fitness Group*
- **Accelerated Sports Rehab**, Exercise Physiologist, 1999 – 2000
- **Town of Castle Rock, Colorado Parks and Recreation Department**, Personal Trainer/Fitness Instructor, 1998 – 2000; Youth Activities Assistant, 1997 – 1998
- **Denver Technical College**, Advisory Board member, 1998 –1999
- **Auburn University Women's Gymnastics Team**, Fitness Coach, 1996 –1997
- **Gold's Gym**, Shift Manager/Personal Trainer/Fitness Instructor, 1993 –1996
- **M.A.S.C.S.**, Partner/Instructor/Administrator, 1989 –1993
- **Wells Fargo**, Investment Officer 1985 –1990

EDUCATION:

- **University of Colorado**, Colorado Springs
Master of Science, Nutrition (candidate) 2000 – 2001
- **California State University**, Fullerton
Master of Fine Arts (candidate) 1994 – 1995
- **Auburn University**, Auburn, Alabama
Master of Science, Exercise Physiology (candidate) 1995 – 1997
Bachelor of Fine Arts, Performance 1994

ACHIEVEMENTS/ ACCOLADES

- Achieved triple-digit daily percentage increases in active users of official product Facebook page (27,000 members, overall)
- Conference panelist/presenter at “The Role of Innovation and Technology in Meeting Individual Nutritional Needs,” co-organized by the National Center for Food Safety and Technology (NCFST) and the FDA, Washington, D.C., Sept. 25, 2008
- Liaison and technical advisor to NBC's “The Biggest Loser,” Camarillo, California, seasons 4 (2007), 5 (2008), and 11 and 12 (2012)
- Workshop presenter, “Injury Prevention for Triathletes,” Aurora Medical Clinic, Kenosha, Wisconsin, 2006
- Accredited presenter for AAFA, ACE, ACSM, NSCA, NASM and ADA, 2001 – 2003

HOBBIES/ AFFILIATIONS

- Fight Choreography/Direction
 - Optimist Theatre, *Macbeth*, June–July 2012
 - University of Wisconsin-Waukesha, *The Three Musketeers*, March–April 2012
 - Bristol Renaissance Faire, *various*, 2006-2008
 - Approx. 50 productions/schools/workshops
- Mountain biking, hiking, camping, hand percussion
- North West Territory Alliance, member, 2009–present
- Preservation Racine, member, 2008–present